



CLARA BOW
TRADE NEWSPAPER
FILM ADVERTISEMENT
COLLECTION

1922

R-C PI

PR

WILLIAM CHRI “BEYOND TH



“YOU KNOW I’LL NEVER
GO OUT WITH YOU!”

Here is a 100% S

Every family has a ske
person has some misdee
secret recesses of his h
would cause embarrass

A heedless young girl,
following note to six pe

Consult your conscience

What happened

- a fake Count ad
- a secret rum a
- a society idler ad
- an ex-convict hid
- a millionaire th
- come known.
- a lovely typist p

Then the million

The unravelling o

of the lovers ma

audi

URES

NTS

GY CABANNE'S "RAINBOW"



is a 100% Cast

the closet. Almost every
secretion hidden in the
n if known to the world
disgrace.

Avenue ball, sent the

secret is common gossip.

alm broke loose.

a barber.

to his hidden bottle.

hoodwinked his friends.

uncuffed, in his room.

spades had be-

ress nearly fainted.

mysteriously shot.

ad the romance

ht will draw big

re.



WHO SHOT
THE MILLIONAIRE?

William
Christy
Cabanne's
**"BEYOND
THE
RAINBOW"**

An
**R-C
PICTURE**

Consult your
conscience!
Your secret
is common
gossip





CLARA BOW



HARRY MOREY



HUNTLY GORDON



JAMES HARRISON



LILLIAN "BILLIE" DOVE



VIRGINIA LEE



WILLIAM TOOKER



MACEY HARLAM

The Pre-release Reviews Praise to the Skies

HARRISON'S Reports: " 'Beyond the Rainbow' should have a one hundred per cent appeal. Excellent society drama. Head and shoulders above the average 'movie.' Story absorbing. Message inspiring. Cabanne's direction something for him to be proud of."

The Film Daily: "The best picture Cabanne has made since 'The Stealers.' Will satisfy every one in any audience. Murder mystery particularly effective. A genuine surprise twist."

Exhibitors Trade Review: "A brilliant cast. Story abounding in love, humor and a touch of mystery. Ample reason for anyone going to see 'Beyond the Rainbow.' Enough action to keep things going at a lively pace."

Motion Picture News: "A remarkable cast. A fine surprise for a climax. Should have a wide appeal; if this is Cabanne's intent he has succeeded admirably. Cast of the highest class. A physical thrill for a finale."

Morning Telegraph: "There should be a pot of gold at the end of this rainbow."

Play this picture. Exploit it heavily. It is good for a record clean-up.



HELEN WARE



EDMUND BREESE



CHARLES CRAIG



MARGUERITE COURTOOT



GEORGE FAWCETT



ROSE COGHLAN



DIANA ALLEN



WALTER MILLER



HARRY MOREY



MARGUERITE COURTO



WALTER MILLER



HELEN WARE



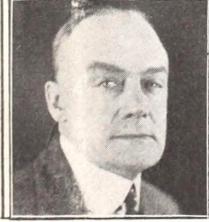
WILLIAM TOOKER



CLARA BOW



JAMES HARRISON



CHARLES CRAIG

An All-Star Cast of



The Cast "16" Aces

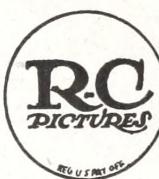
Lillian (Billie) Dove, Ziegfeld beauty of beauties and screen idol. Virginia Lee, winner of National Beauty Contest. Diana Allen, perfect Ziegfeld blonde. Marguerite Courtot, Harrison Fisher's beauty model and screen star.

Harry Morey, Edmund Breese, George Fawcett, William Tooker, Walter Miller, Charles Craig, Huntley Gordon, James Harrison, Macey Harlam. Are they popular? Russell Francis Griffin, a kid that is going to surprise them all.

Helen Ware and Rose Coghlan, two of the greatest emotional actresses that ever lived.

William Christy Cabanne's

"BEYOND THE



REG. U. S. PAT. OFF.

Superlative Distinction



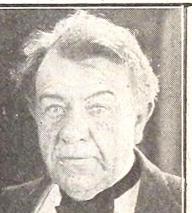
LILLIAN "BILLIE" DOVE



MACEY HARLEM



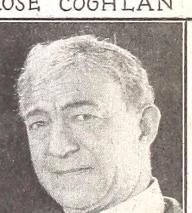
VIRGINIA LEE



GEORGE FAWCETT



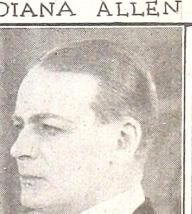
ROSE COGHLAN



EDMUND BREESE



DIANA ALLEN



HULTRY GORDON

RAINBOW"



"Consult your conscience!.
Your secret is common gossip."

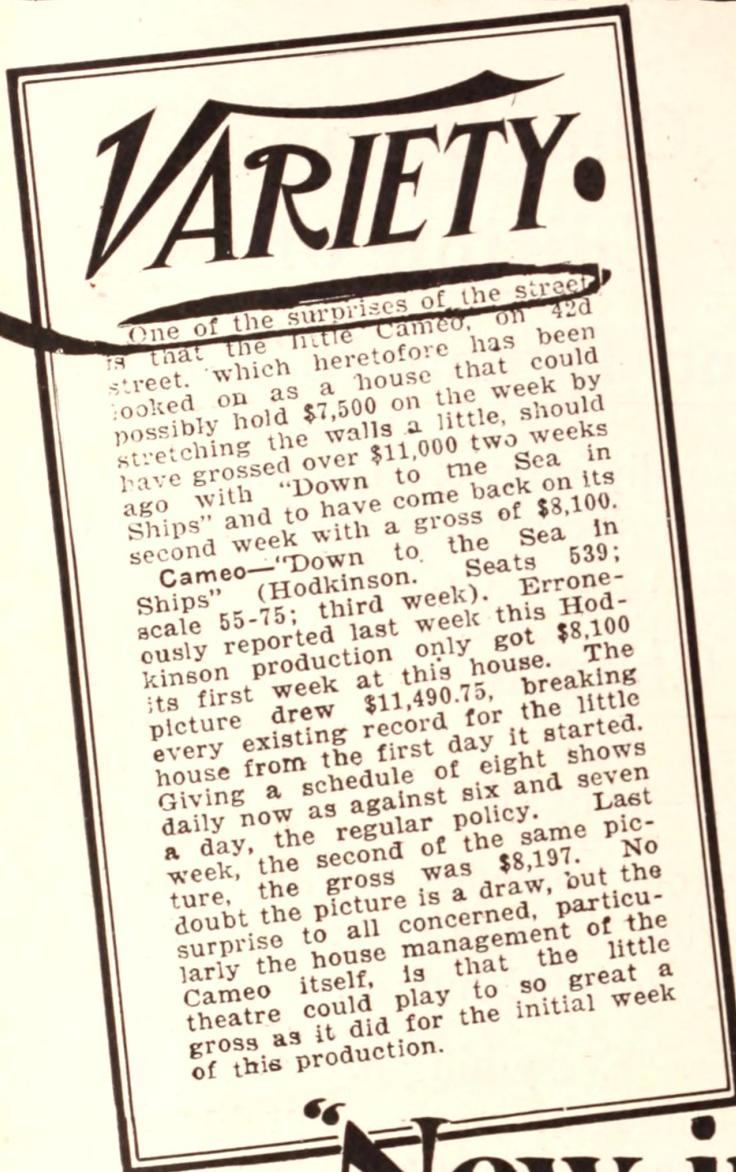
A young girl at a Fifth Avenue Ball sends this message to a millionaire who loves the ladies—a barber passing as a count—an ex-convict in a trusted post—a lovely typist posing as an heiress. Just imagine what happened. Bedlam broke loose. Lovers quarrelled. Husbands and wives bickered. Impostors fled. And the millionaire was shot!

The unravelling of the crime and the romance of the lovers makes an enthralling screen masterpiece.

Play this hit. It's the "clean up picture" you've been hoping for.

An R-C PICTURE

“One of the surpr



The CAMEO engagement of "DOWN TO THE SEA IN SHIPS" has been one of the outstanding picture sensations of the New York season.

Not only did it smash all records at the outset, but it has consistently forged ahead in public approval since the hour it opened.

On the Wednesday of its fourth week, as these pages go to press it registered one of the largest mid-week records of receipts ever known since the CAMEO opened.

“Now in its fourth ELMER CLIFTON'S DOWN TO SEA IN S

"**SES OF THE STREET**"

And well might "the street" be amazed at this record!

During the first week of the CAMEO engagement, more than 16,000 spectators witnessed Elmer Clifton's super-special.

While it was breaking all records for the house in New York, down in Baltimore during the same week, 33,367 admissions were paid into the CENTURY THEATRE in six days.

At the GARRICK, St. Paul, and the GARRICK, Minneapolis, "Down To The Sea In Ships" opened to greater business than "Tess Of The Storm Country"

and held the pace throughout the week.

At the ACADEMY of MUSIC, Haverhill, Mass., and at GORDON'S, Brockton, Mass., it smashed house records against the stiffest sort of competition, including "Robin Hood."

Within two weeks, TOM MOORE'S RIALTO, Washington; the GRAND THEATRE, Cincinnati; the PERSHING THEATRE, St. Louis, and other representative houses throughout the country will know the tremendous box-office pull exerted by "DOWN TO THE SEA IN SHIPS."

capacity week"

THE SHIPS



HODKINSON
PICTURES

WM. M. VOGEL
GENERAL DISTRIBUTOR
FAMOUS PLAYERS FILM SERVICE LTD.
CANADIAN DISTRIBUTOR

THIS ADVERTISING

Reprint of

THE SATURDAY EVENING POST

March 10th, 1924

ELMER CLIFTON'S



"One of the Most Marvelously Amazing Attractions Ever Offered to Owners of Motion Picture Theatres

Motion Picture World

It required eighteen months to make "Down to the Sea in Ships." It is utterly unlike any other production ever filmed, because it is nature at her most thrilling moments.

Yet back of this vivid picturization of daring runs one of the sweetest love-stories ever unfolded on the screen, a romance breathing all of the quaint customs of the most famous whaling city in the world.

The leading motion picture houses of the country are showing "Down to the Sea in Ships." If it has not yet been shown in your community, ask the manager of your motion picture theatre when he expects to play it. He will be glad to give you the date. Better still, fill in, tear off and mail the coupon opposite, upon receipt of which we will mail you without charge an illustrated souvenir booklet fully describing "Down to the Sea in Ships," together with a plan for encouraging its exhibition in your town.

A FRAIL boat and its six occupants towed at express-train speed toward three thousand miles of open water, through a sea lashed into foam by a maddened whale.

A sudden turn a shout, "Look out, he's heading for us!" The oars are splintered along one side of the whaleboat, before the startled crew can back-water, the monster of the deep is upon them!

A flip of its death-dealing "flukes," and both craft and its occupants are tossed high in the air. The boat falls back into the sea a battered wreck, its crew floundering about in shark-infested waters.

Such is the climax of the most astounding piece of realism ever photographed—a motion picture made in the broad reaches of mid-Atlantic, with a 90-ton sperm whale as the principal actor, and the hand of chance directing as fierce a battle between man and mammal as the long history of whaling has ever known.

What the Press Thinks:

"One of the most interesting pictures ever produced. . . . It combines pretty nearly the best in everything, acting, photography, direction and cast." —Philadelphia North American.

"Probably one of the most beautiful photo-plays ever made. . . . The enthusiasm grew by leaps and bounds." —Boston Globe.

"One of the real surprises of the screen season . . . one worthy of a place among the finest of the year . . . there have been no more thrilling escapades ever caught by the camera . . . a film that will blaze the trail for the new type of pictures that are bound to come." —Detroit News.

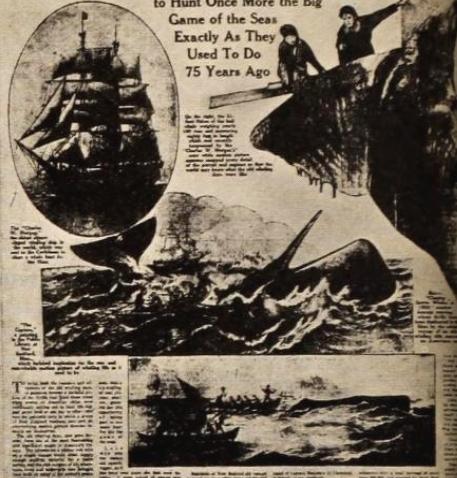
"In this picture the screen has gained one of its few veritable classics. It is visual literature, hauntingly beautiful. A truly great film." —Boston Advertiser.

HODKINSON
PICTURES

W. W. Hodkinson Corporation,
409 Fifth Avenue, New York.
I would like to see "Down to the Sea in Ships." Please send
me a free copy of the booklet and tell me how I can insure
it being shown at my local theatre.
Name _____
Address _____
City _____

The Pittsburgh Sunday Post Feature Section
Bringing Back Romantic Thrills of Old Whaling Days

How a Picturesque Square Rigger Was Sent to the Caribbean to Hunt Once More the Big Game of the Seas Exactly As They Used To Do 75 Years Ago



ELMER CLIFTON'S

DOWN TO THE

AND THIS PUBLICITY



Will Influence Hundreds of Thousands of Homes

This full page advertisement in *The Saturday Evening Post* carries the story of "DOWN TO THE SEA IN SHIPS" into 2,250,000 homes.

It carries a coupon calling for a free copy of an illustrated souvenir booklet fully describing this epoch-making picture. Thousands upon thousands of these coupons will be received, and as fast as they are answered and booklets mailed, they will be referred direct to Exhibitors throughout the country, so that every theatre owner will know in advance whom he can depend upon in his community to say an enthusiastic word for "DOWN TO THE SEA IN SHIPS."

Supplementing the nation-wide advertising campaign in behalf of the year's greatest picture sensation, the exhibitor will reap a direct benefit from the hundreds of illustrated feature stories appearing in newspapers all over the country.

You must remember that the producers of "DOWN TO THE SEA IN SHIPS" did unheard of things and accomplished heretofore undreamed of deeds of daring in the making of this picture.

This makes the best kind of newspaper "copy." From the big Metropolitan daily to the country weekly, in every newspaper office in the United States, editors have been quick to recognize the news value of "DOWN TO THE SEA IN SHIPS."

Scores of them are using full page illustrated features. All of them are hailing "DOWN TO THE SEA IN SHIPS" as the greatest picture achievement of a decade.

The effect of this is to create a ready-made and eager audience for YOU to attract many thousands of new friends into your house.

The opportunity is You can grasp it by booking the super-special of the year:

"Down to the Sea in Ships"

HODKINSON
PICTURES

SEA IN SHIPS"

WM M VOGEL
FOREIGN DISTRIBUTOR
FAMOUS PLAYERS FILM SERVICE LTD
CANADIAN DISTRIBUTORS

"You Don't Run Any Risk You Grab The One."

MOVING PICTURE WORLD

"Down to the Sea in Ships"

Elmer Clifton's New Production a Masterpiece
in Its Line—Replete With Sensations
and Human Interest

Reviewed by Roger Ferri

WHEN the ten best productions of the current season are finally sorted out this Elmer Clifton offering should not be overlooked, for it is one of the most marvelously amazing attractions ever offered owners of motion picture theatres. In its class it stands alone and as an unquestionable masterpiece. Here is a production that is just that and more—a picture with a real heart. It is at the same time a great education and a remarkable entertainment vehicle. Its value goes beyond that of the theatre, for it will create talk and discussion that will live for a long, long time.

Cinematographically, "Down To the Sea in Ships" is that much sought different production exhibitors have prayed for. It is dramatic, sensational, romantic, comical and picturesque, dwelling on a story that is appealingly human.

It is big in everything. You don't have to take any risk when you grab this one, for it is that type of production that will appeal to everybody for it has everything in it—and most important it is in possession of heart-throbs that are gripping and leave a permanent impression that will prompt word-of-mouth boosting.

Elmer Clifton is deserving of much commendation for "Down To the Sea in Ships" for it is what this writer would gamble two to one in predicting that it will prove a huge box office winner. It's a production that will justify the investment of several thousands of dollars in exploitation, for the picture will earn it all back 100 times.

It will be a wise distributing agency that will grab this one and a wiser exhibitor who will allow it to bring the silver to its box offices.

For sensations, "Down To the Sea in Ships" is the best yet. And these sensations result from every day hair-raising experiences of whalers. And they are not faked. This writer knows New Bedford and many a time was dispatched there by a Boston newspaper to "cover" shipwrecks, etc., in that picturesque locality.

To enumerate the innumerable thrillers depicted in this attraction would mean the use of an entire page. Suffice, however, to say that this picture is so securely packed with dangerously bold feats in which whales unconsciously play an important role, that it has any 15-episode serial, this writer has seen to date, washed off the board.



ELMER CLIFTON

"DOWN TO THE

WILLIAM
REMMEL

hen

Audiences the World Over Stand Aghast at the Daring of this Picture

NEVER before has a photo-dramatic production made its bid for public approval backed by the weight of critical enthusiasm that has greeted "Down to the Sea in Ships."

"One of the most interesting pictures ever produced. . . . It combines pretty nearly the best in everything, acting, photography, direction and cast."—*Philadelphia North American*.

It is a picture that will do more in a single season to restore confidence and public interest in the motion picture theatre than any other force at work within the industry.

"In this picture, the screen has gained one of its few veritable classics. It is visual literature, hauntingly beautiful. A truly great film."—*Boston Advertiser*.

"Down to the Sea in Ships" has been launched with one of the biggest advertising and exploitation campaigns ever put behind a picture. Magazines and newspapers all over the country will be used to arouse interest in this super-production. The opening gun in the campaign is a full page in the *Saturday Evening Post* (circulation 2,250,000), on March 10th. This will be followed by intensive advertising designed to reach every community of any size in the United States.

"One of the real surprises of the screen season. . . . one worthy of a place among the finest of the year. . . . there have been no more thrilling escapades ever caught by the camera . . . a film that will blaze the trail for the new type of pictures that are bound to come."—*Detroit News*.

The exploitation possibilities of "Down to the Sea in Ships" are endless in their variety and effect. It is so utterly out of the beaten path, so daring in its conception, so masterly in its handling, that the exhibitor is confronted not with the problem of filling his theatre, but with the immediate necessity of securing "Down to the Sea in Ships" early enough and for a long enough run to satisfy the enormous public demand, that is already aroused for "the master-production of the new year."

"Probably one of the most beautiful photoplays ever made . . . The enthusiasm grew by leaps and bounds."—*Boston Globe*.

HODKINSON
PICTURES

SEA IN SHIPS"

"It Will Be Talked About As

The Supreme Thrill of Motion Picture History!



FRAIL boat and its six occupants towed at express train speed toward three thousand miles of open water, through a sea lashed into foam by a mad-dened whale.

A sudden turn; a shout, "Look out, he's heading for us!" The oars are splintered along one side of the whaleboat; before the startled crew can backwater, the mon-ster of the deep is upon them!

A flip of its death-dealing "flukes," and both craft and its occupants are tossed high in the air. The boat falls back into the sea a battered wreck, its crew floundering about in shark infested waters.

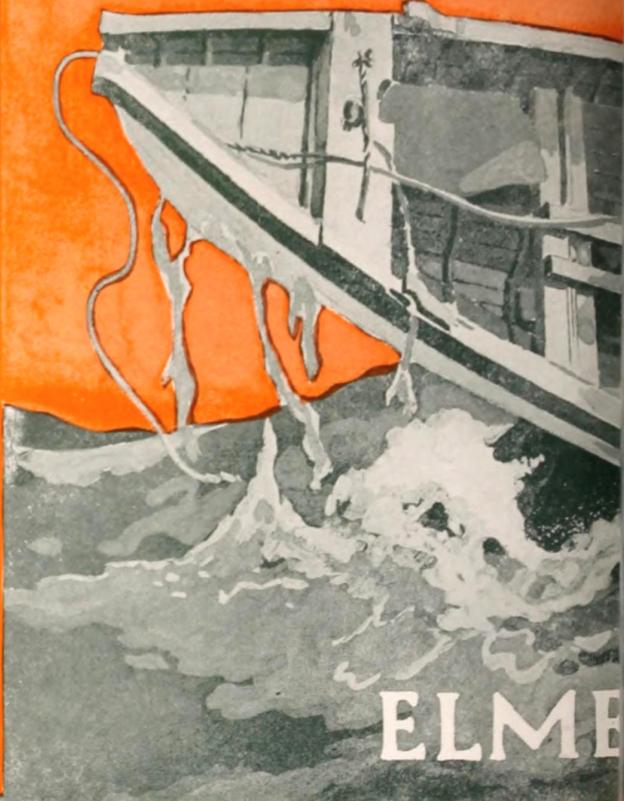
Such is the climax of the most astounding piece of realism ever photographed—a motion picture made in the broad reaches of mid-Atlantic, with a 90 ton sperm whale as the principle actor, and the hand of chance directing as fierce a battle between man mammal as the long history of whaling has ever known.

It required eighteen months to make "Down to the Sea in Ships." It is utterly unlike any production ever filmed, because, it is nature at her most thrilling moments, with intrepid whalers in mad pursuit of the biggest game on land or sea. Incidents of unparalleled daring, enacted apparently within a few feet of the eyes of the astonished audience, seem to challenge belief that the scenes were actually aken by a camera—and at breathlessly close quarters.

Every phase of whaling is shown with startling fidelity—the first view of the big "school", following the weird cry from mast-head, 'B-l-o-w-s, b-l-o-w-s,' the lightning-like lowering of the boats, the dash for the prize, the instant of suspense as the boat-steerer sinks his harpoon to the shank. Then the frantic effort to escape, with a thin curl of smoke arising from the harpoon line as it sings over the bow, so swift is the whale's dash for the open water and freedom.

For hours the battle is waged in a dull-red sea, before the cry of "Fins out!" tells us that the monster has fought his last fight. Then follows the "cutting-in," and the thousand-and-one processes that for two hundred years have made the New England whaling industry a tradition tenderly fostered from generation to generation.

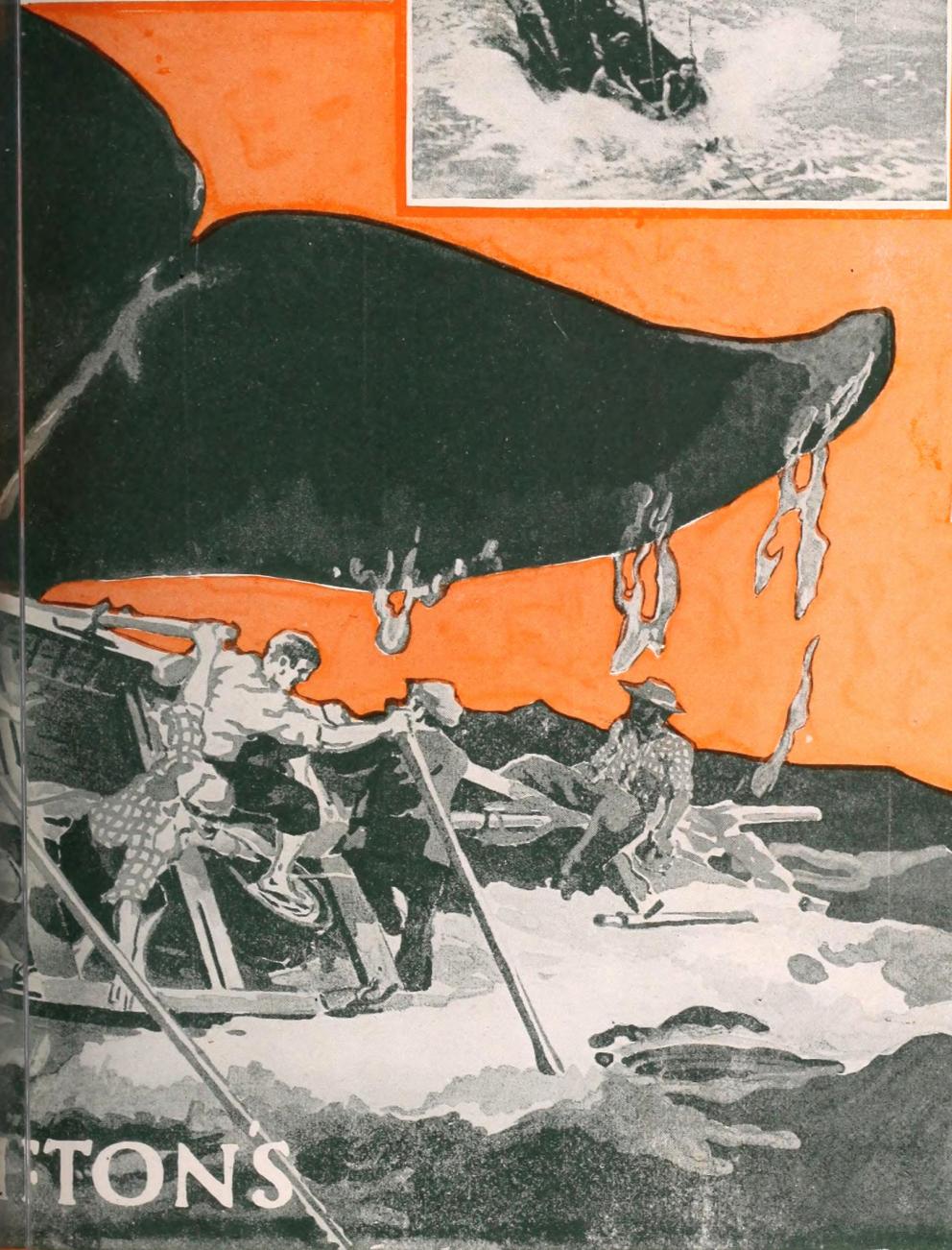
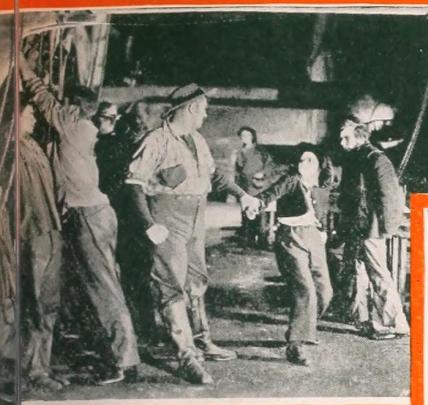
Yet back of this vivid picturization of daring runs one of the sweetest love-stories ever unfolded on the screen, a romance breathing all of the quaint customs of the most famous whaling city in the world. A sinister conspiracy, its aim the control of as fine a fleet of whalers as ever sailed the seven seas; a hair-raising mutiny and its overthrow of as brutal a master as ever triced a sailor in the rigging; a storm off-shore, the like of which no trick of photography could ever hope to equal, are touches of realism that lift "Down to the Sea in Ships" far out of the category of what we have come to accept as the usual motion picture thrill.



ELME

"DOWN TO THE SEA IN SHIPS"

of the Sensations of the Year."



ELTON'S

SEA IN SHIPS"

MOTION PICTURE NEWS

"Down to the Sea in Ships"

Elmer Clifton—Twelve Reels
Reviewed by Laurence Reid

WHAT will be written in screen history as a masterpiece of its kind is offered in Elmer Clifton's "Down to the Sea in Ships"—a romance of the golden days of whaling. Taking more than a year to produce, it presents mute testimony that anything extraordinary in production cannot be achieved by working per schedule. Here is a picture which exudes the richest kind of atmosphere, local color, detail and romance. It is authentic because Clifton went up to the whaling city, New Bedford, and gained the cooperation of its people. The director has gotten away from the beaten path.

This romance of 1850, when the whaling industry was at its peak, is unusual in its departure from the conventions. You might say that it is impossible to record the adventurous lives of the whalers in an accurate manner. Yet Clifton has done it. He has not only brought forth a series of truly sensational scenes such as the sighting of the whales and the pursuit of them with the subsequent stirring episode when a mighty bull mon-

ster is harpooned, but he lifts the veil of romance which covers the Quakers and their faith. The characters, with the exception of the protagonist, are members of the Society of Friends. We are taken into the meeting house and shown the Quakers carrying on their quaint customs. The marriage ceremony is one highly appealing episode. While the picture brings forth the whaling industry of the fifties with its dramatic moments revolving around this vital enterprise of yesterday, there is also interwoven a romance, the background of which is colored with a rich glamour. The relics and heirlooms of the dead past live again with all their picturesque atmosphere. It serves as an education as well as an entertainment. Everything, seemingly, has been done to make it complete with the color and detail of the period in which it is laid. Painstaking care is behind every touch—every incident. It's a heart story as well as a graphic one. And because it is so unusual in theme, characterization and production, it will be talked about as one of the sensations of the year. The photography is exceptional, and the acting is genuine.



F. WILLIAM
HAEMMEL.

"One of the Most Remarkable

EXHIBITORS HERALD

SPECIAL CAST IN
**Down to the Sea
in Ships**
(HODKINSON)

THIS picture of whaling days in New England is one of the most remarkable productions of the season and will undoubtedly prove a box office sensation. Based on an interesting love story, it has some of the most exciting and spectacular scenes yet given to a film entertainment.

DIRECTOR Elmer Clifton set out to make for the Whaling Film Corporation, of New Bedford, Mass., a film production different from anything before attempted. That he has succeeded in a manner more than satisfactory, there can be no question. "Down To the Sea In Ships" is a production that stands in a class by itself and one that, with proper exploitation, should set many a new box office record.

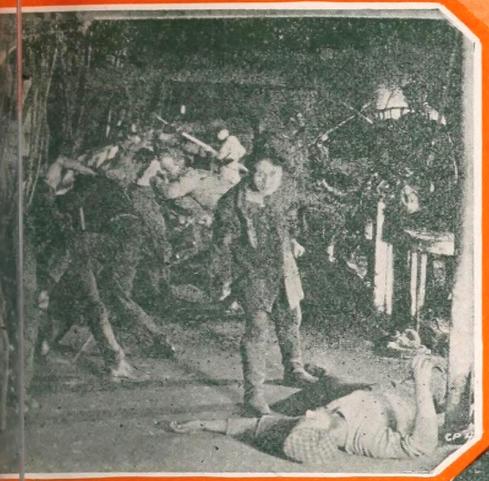
Taking as his theme a delightful love story of Quaker life in the whaling city, when New Bedford was the headquarters of that industry, Director Clifton has cleverly transformed it into a film epic. The photography is nothing short of remarkable and gives rise to wonder as to how much of it could be accomplished.



ELMER CLIFTON

DOWN TO TH

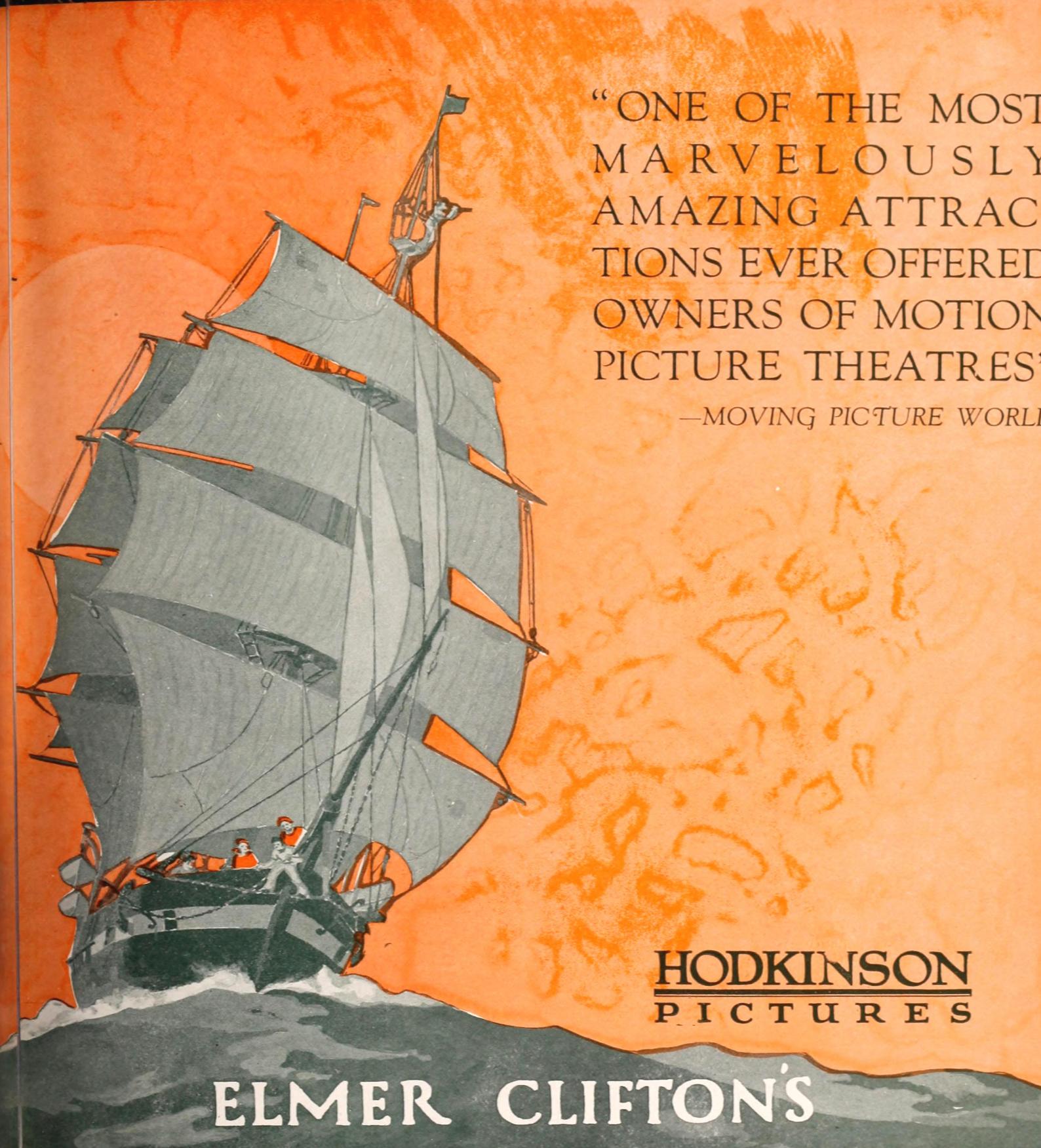
Productions of the Season."



HODKINSON
PICTURES



SEA IN SHIPS'



"ONE OF THE MOST
MARVELOUSLY
AMAZING ATTRAC-
TIONS EVER OFFERED
OWNERS OF MOTION
PICTURE THEATRES"

—MOVING PICTURE WORLD

HODKINSON
PICTURES

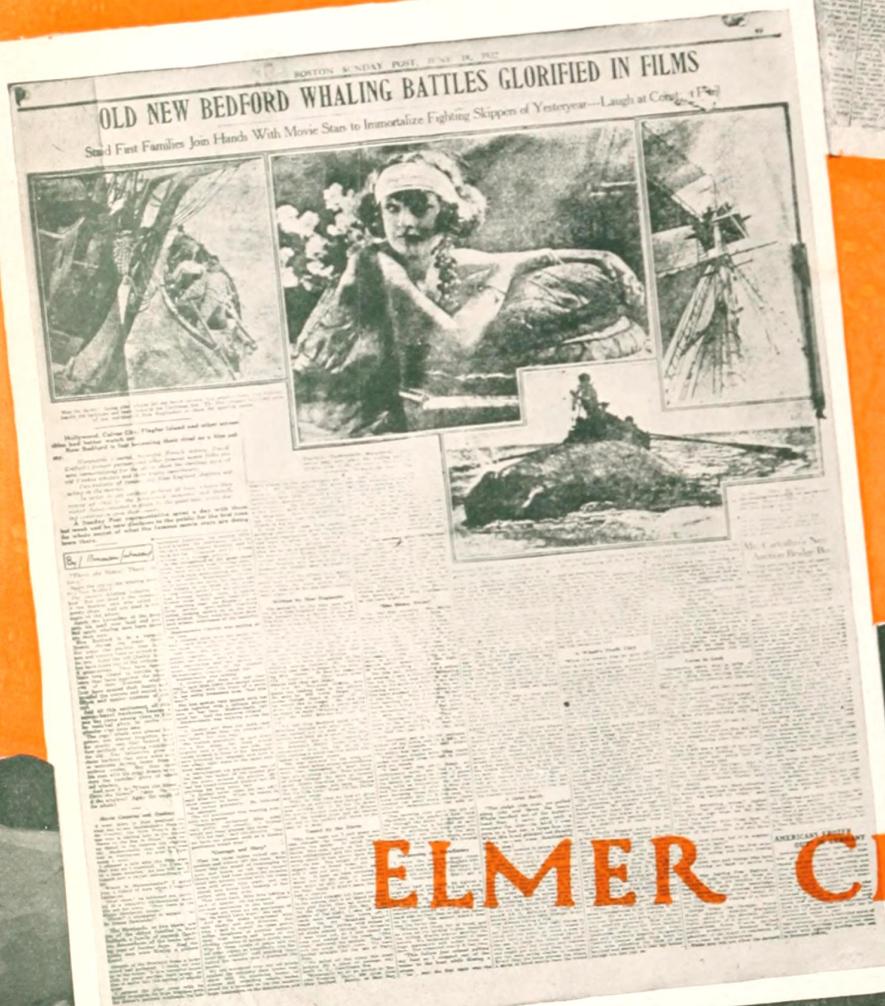
ELMER CLIFTON'S

**DOWN TO THE
SEA IN SHIPS"**



MORE than one hundred of the leading newspapers of the country have devoted full page feature stories to this extraordinary picture. It is being fictionized in one of the principal "fan" magazines of the industry, and fifty other periodicals, including national magazines, gravure sections, house organs and syndicate services are hailing "Down to the Sea in Ships" as the greatest stride forward in recent motion picture history.

HODKINSON
PICTURES



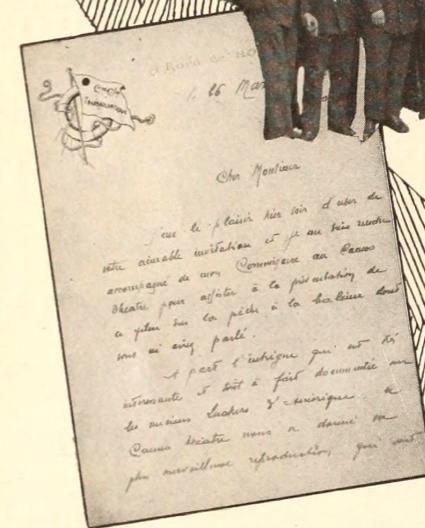
ELMER CLIFTON'S

"DOWN TO THE SEA IN SHIPS"

in it's 3rd



at the
and smashing



TRANSLATION
On board S. S. ROCHAMBEAU
March 26th 1923

Dear Sir:

Accepting your kind invitation, I had the pleasure, last night, accompanied by my purser, of seeing at the Cameo Theatre, your film of the whale fishers, "Down to the Sea in Ships," about which you told me.

Beside the plot, which is very interesting and well documented, relative to the early day Quakers in America, the Cameo Theatre has given us the most marvellous reproduction of marine scenes.

These scenes, one after the other, full of the intense poetry of the sea and the thrilling spectacle of the struggle for life of the whalers, have filled me with admiration.

Every scene, every attitude on board the whaler is scrupulously staged and realistically true. No marine detail, no technical arrangement is false or fantastic, and it is felt that the most intelligent direction has presided over the making of this film.

I thank you again for your kind invitation and I ask you to convey to the manager of the theatre my sincere thanks for his obliging and for the agreeable evening which we

Believe me, dear sir,

Yours very truly,

MARIUS AUBERT

Commander of the S. S. ROCHAMBEAU.



One of the fleet of
motors used for engage-
ment at the Pershing
Theatre, St. Louis.

ELMER
CLIFTON'S

"DOWN TO THE

It's a HODKINSON PICTURE

Following the visit made to "Down to the Sea in Ships" by the officers and crew of the French cruiser "Regulus," Captain Aubert of the French liner "Rochambeau," visited the Cameo Theatre. Here is what he thinks of the greatest sea picture ever produced.

Big Month

CAMEO THEATRE New York City Box-Office records everywhere!

TOM MOORE'S RIALTO THEATRE, Washington, D. C., with seating capacity of 1800, played to 29,000 admissions in seven days.

STATE THEATRE, Pittsburgh, with seating capacity of 740, played to 17,256 admissions in six days.

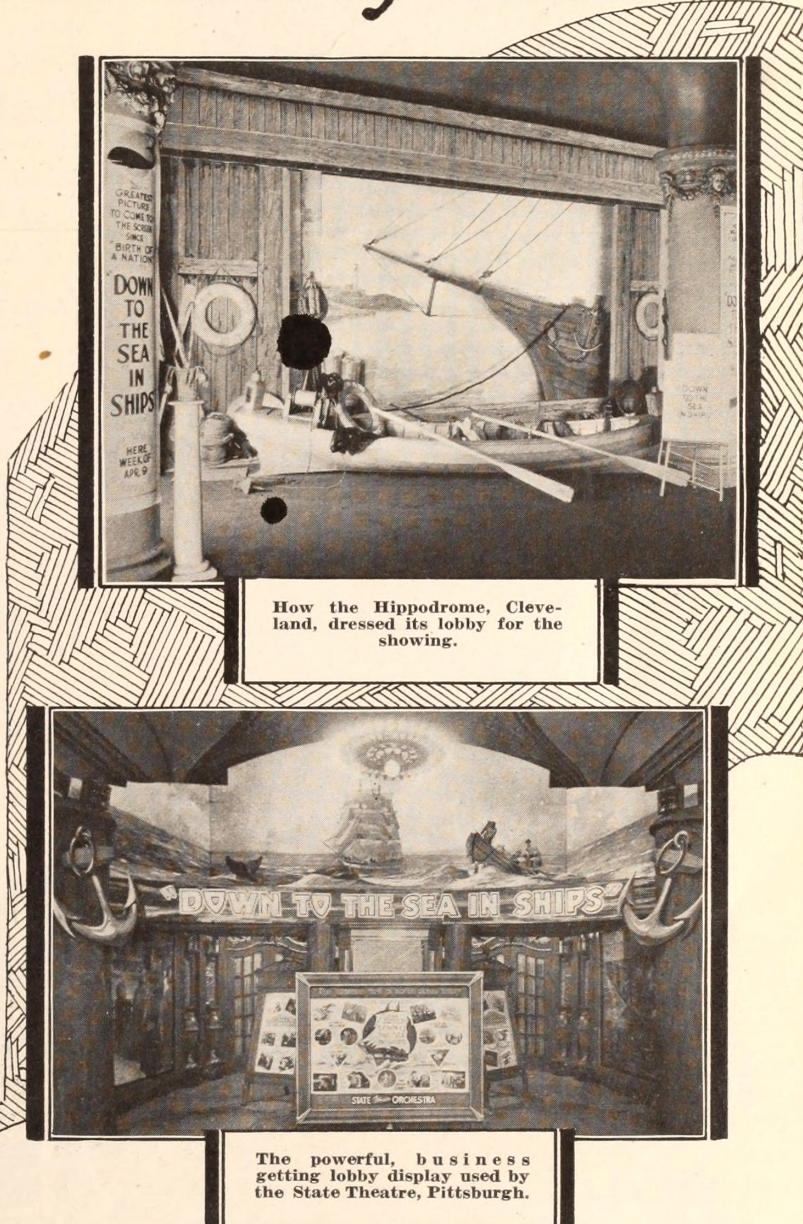
CAMEO THEATRE, New York City, with seating capacity of 539, played to 90,000 admissions in seven weeks and is showing to big houses in its eighth week.

ALHAMBRA THEATRE, Toledo, O., with seating capacity of 800, played to 4,139 people on its opening day, smashing every existing record.

CIRCLE THEATRE, Cleveland, O., with a seating capacity of about 1,300, played to 4,327 admissions on its opening day.

PALACE THEATRE, Lawrence, Mass., broke all house records for first two days.

Every day brings telegrams telling of new records which this unusual story of the sea is making in all sections of the country.



The powerful, business getting lobby display used by the State Theatre, Pittsburgh.

SEA IN SHIPS,

It's a HODKINSON PICTURE

1923

Capacity Everywhere!

IN the three cities where it has been shown, "Enemies of Women" has played absolute capacity and broken records.

In all of these cities it has played *against the strongest opposition picture* in the field today.

IN NEW YORK

Absolute capacity at Two Dollar top at the Central Theatre, Broadway, for four weeks.

IN CHICAGO

Opened last Sunday for a run at the Roosevelt Theatre, to turn-away business. On Monday the business was the biggest in the history of the theatre.

IN LOS ANGELES

Playing absolute capacity at Grauman's Rialto, after the most tremendous opening in the history of the theatre. From present indications it will set new records for this house.

All of the critics, in all of these cities, as well as all the trade papers, unite in proclaiming it an unparalleled box office attraction.

Harrison's Reports says:
"The last word in film art!"

Watch it Sweep the Country!

ENEMIES of WOMEN

By Vicente Blasco Ibanez
with Lionel Barrymore

and Alma Rubens

Directed by Alan Crosland
Settings by Joseph Urban
Scenario by John Lynch

A COSMOPOLITAN
PRODUCTION

Distributed by
Goldwyn-Cosmopolitan

The Author Says-



“I AM truly enraptured at the magnificent and artistic manner in which you have interpreted my novel. I consider it superior to any film I have ever seen. It is better in many respects than ‘The Four Horsemen’ because of the excellence of the actors and the magnificence of the sets. No author could desire anything finer for his work. I am sure it will be a great success.

“As author of ‘Enemies of Women’ I congratulate and I thank you!”

(Signed) VICENTE BLASCO IBANEZ

“ENEMIES

by Vicente Blasco Ibanez
WITH LIONEL BARRYMORE
and ALMA RUBENS



The Critics Say—

"Without doubt one of the most lavish films ever offered to the public. From beginning to end it is embellished with a wealth of beauty."—New York Telegram

"It is the last word in what is known as a 'box-office attraction.' It will be a joy forever to exhibitors."—New York Globe

"For real entertainment, it would be hard to beat. Thrills, romance, melodrama, movingly beautiful scenes."—New York Post

"It is an eye-full. Looks as if it cost a fortune to make."—New York World

Now doing absolute capacity at Central Theatre, Broadway, at Two Dollar Top

of WOMEN"

Directed by Alan Crosland
Settings by Joseph Urban
Scenario by John Lynch

A Cosmopolitan Production



THE BEST MOVIES OF APRIL.

By Mae Tinee.

"ENEMIES OF WOMEN", made from the story of Blasco Ibanez of "Four Horsemen" fame, was one of the most brilliant offerings the screen has seen in many a day. Lots of money must have been spent in making it. Well spent, too! Two words to the wise are sufficient—See it!

The famous critic of the Chicago Tribune joins with all other critics in America in giving unqualified praise to "Enemies of Women."

ENEMIES of WOMEN

WITH *by* Vicente Blasco Ibanez
LIONEL BARRYMORE
and ALMA RUBENS

Directed by Alan Crosland

Scenario by John Lynch

Settings by Joseph Urban

A COSMOPOLITAN PRODUCTION

Distributed by Goldwyn-Cosmopolitan

"Enemies of Women" has broken all records at the Roosevelt Theatre in Chicago.

In its first week it did \$26,189.

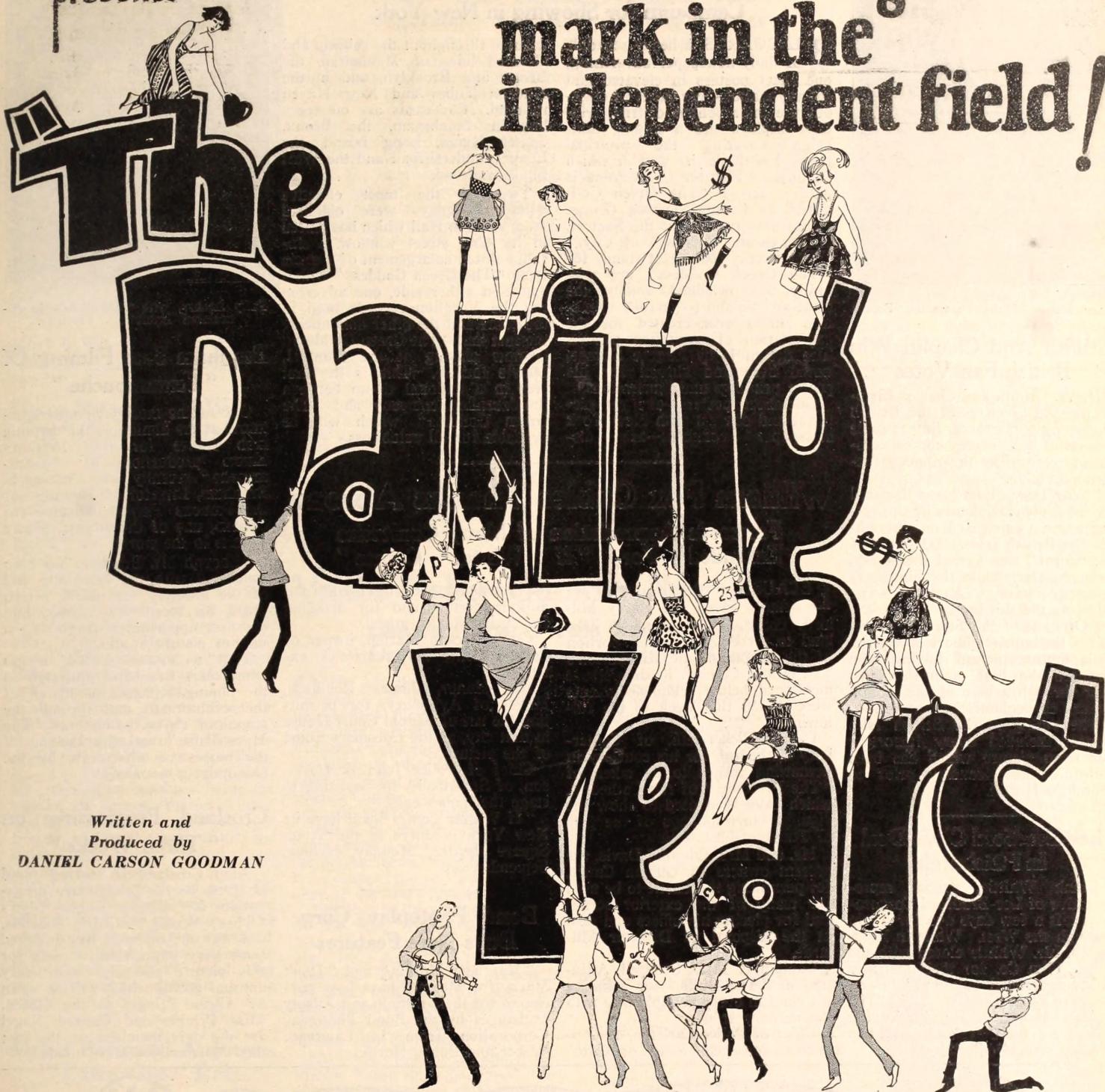
It is still doing record business at Grauman's Rialto, Los Angeles.

In New York it broke all records for the Central Theatre, at Two Dollar top, and will open for an engagement at the Rivoli, starting next Sunday, May 13th.

In all of these cities "Enemies of Women" has been playing against the strongest opposition picture in the field to-day!

It is established as the year's box office sensation!

Daniel Carson Goodman
presents



Written and
Produced by
DANIEL CARSON GOODMAN

YOUTH—daring, alluring, red-blooded youth—at the age when Folly is the mistress of Reason, rollicks through this latest Equity special and gives to it the strongest audience appeal possible to inject into the picture.

College boys and girls, cabaret performers—every mother's and father's child—living, loving, laughing as they do today, in a strong story, elaborately produced, which will pull every member of both older and younger generation to every theatre.

Sets a new high-water mark in the independent field!

WITH a cast seldom equalled in Independent productions, including MILDRED HARRIS, TYRONE POWER, MARY CARR, CHARLES EMMETT MACK (Courtesy of D. W. Griffith) CLARA BOW, JOE KING and others. The personal drawing power of these stars alone spells exceptional box-office receipts.

If you combed the country for a title you couldn't find a stronger one than "Daring Years." It suggests mystery, romance, adventure—all the elements that pull patrons into theatres.
WRITE OR WIRE TO-DAY FOR TERMS AND TERRITORY.

EQUITY PICTURES CORPORATION
723 Seventh Ave. New York City

"Daring Years" a knockout.....will showmen will eat it up.....hundred

Here's an audience picture.....D
dently given the public what it wa

Powerful story.....alive with colo
plot....crammed with action.....
spectacular climax

Absolutely and perfectly made to
cut and tailored for big time publ

The DARING

with Mary Carr....Mildred Harris....Tyrone

And are State Rights selling fast?

mop up.....has everything.....
angles for exploitation.....*M.P. World*

Daniel Carson Goodman has evi—
nts in "Daring Years".....*M.P. News*

.....unlimited thrills.....unusual
.....moving swiftly to tense and
.....*Exhibitors Trade Review*

order for the Box-office.....
c tastes.....and what a cast...in

NG YEARS

Powers.... Chas. Emmett Mack

COURTESY OF
D.W.GRIFFITH

We'll say they are—EQUITY

PICTURES CORPORATION
723 Seventh Ave., N. Y. City

**IT'S DANIEL CARSON GOODMAN'S LATEST
AND GREATEST PICTURE FOR EQUITY**

"Daring Years" a knockout.....will mop up.....has everything.....showmen will eat it up.....hundred angles for exploitation.....*M.P. World*

Here's an audience picture.....Daniel Carson Goodman has evidently given the public what it wants in "Daring Years".....*M.P. News*

Powerful story.....alive with color.....unlimited thrills.....unusual plot.....crammed with action moving swiftly to tense and spectacular climax

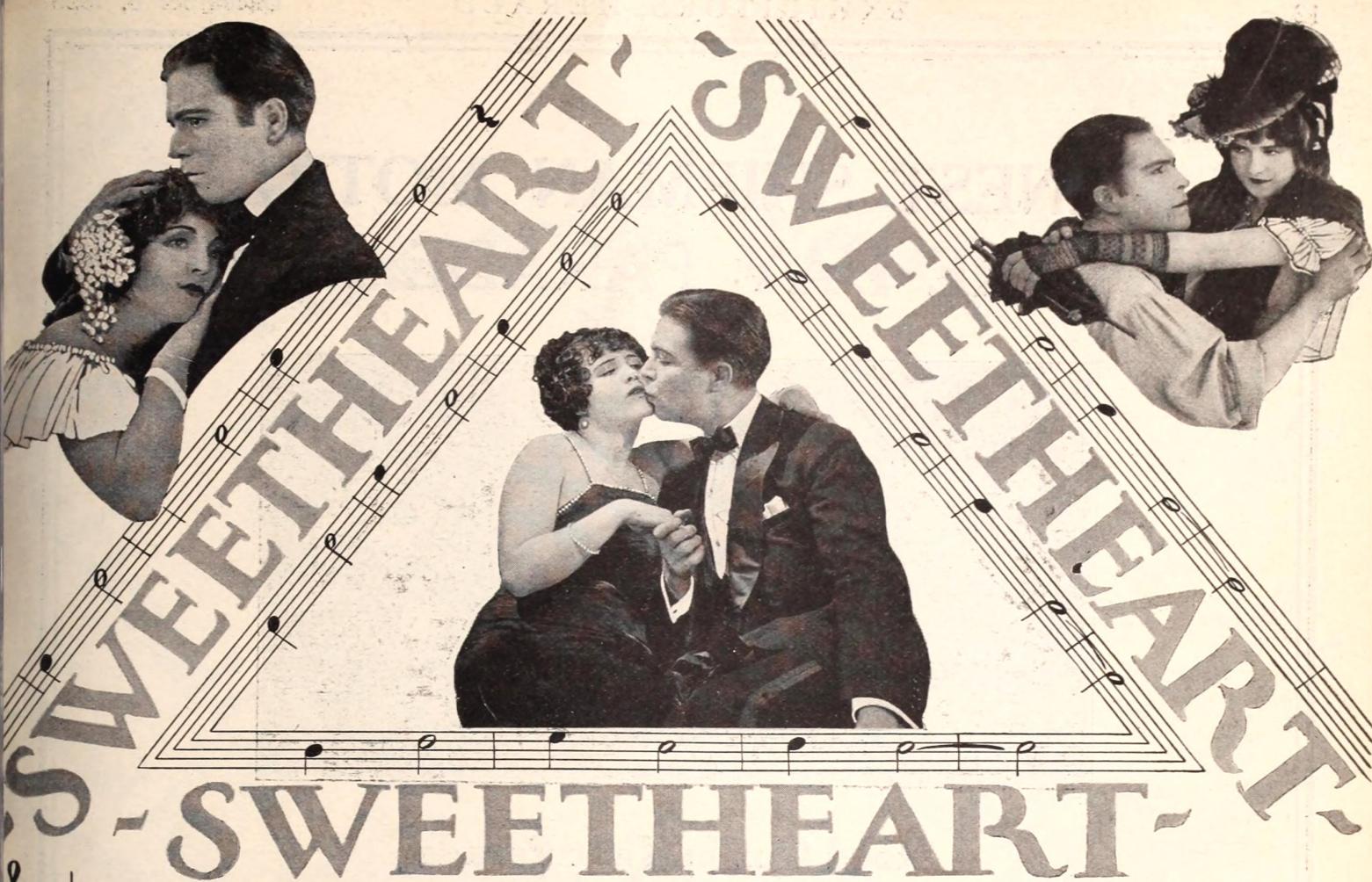
.....*Exhibitors Trade Review*

Absolutely and perfectly made to order for the Box-office.....cut and tailored for big time public tastes.....and what a cast.....in

"The
DARING YEARS"

With Mildred Harris—Mary Carr—Tyrone Power—Charles Emmett Mack (Courtesy of D. W. Griffith)
and Big Supporting Cast. Independents! Write or Wire for Territory Today to

EQUITY PICTURES CORPORATION, 723 7th Ave., New York



B. P. Schulberg presents
GASNIER PRODUCTION
The greatest love story of all!

MAYTIME

From the play by Rida Johnson Young

with

Scenario by Olga Printzlau

Harrison Ford Ethel Shannon
William Norris Clara Bow
and Hollywood's Twelve Most Beautiful Girls.

The Preferred Fifteen

"The Virginian"
"April Showers"
"Faint Perfume"
"My Lady's Lips"
"The Broken Wing"

"The First Year"
"The Boomerang"
"Poisoned Paradise"
"The Mansion of Aching Hearts"
"When a Woman Reaches Forty"

"Maytime"
"White Man"
"The Triflers"
"Mothers-in-Law"
"The Breath of Scandal"

PREFERRED PICTURES CORP'N.

1650 BROADWAY
FOREIGN DISTRIBUTORS ~ EXPORT AND IMPORT FILM CO. INC.

NEW YORK CITY



1925



Januarytime is interesting
Februarytime is thrilling
Marchtime is invigorating
Apriltime is exciting

but

Oh
Boy!



MAYTIME

Is the greatest time of all /

B. P. Schulberg presents a
GASNIER PRODUCTION
from the famous play by Rida Johnson Young
with
Harrison Ford **Clara Bow**
Ethel Shannon **Wm. Norris**
and Hollywood's twelve most beautiful girls.
Scenario **by** **Olga** **Printzlau**

Preferred Pictures Corporation

B.P. Schulberg, Pres.  J.G. Bachmann, Treas.



1650 Broadway New York

Foreign Distributors—Export and Import Film Co., Inc.

2,500,000

people paid

\$5,000,000.

to see —

The Stage Play

2 Years in New York City
4 Months in Boston
1 Month in San Francisco

1 Year in Chicago
3 Months in Philadelphia
1 Month in Los Angeles

“MAYTIME”

Now A Great Picture Booked by

Rialto, New York City
Melba, Dallas
Grand Central, St. Louis

Grenada, San Francisco
Grand, Pittsburgh
Broadway Strand, Detroit

*cA Gasnier Production—Presented by B. P. SCHULBERG
with*

HARRISON FORD - ETHEL SHANNON
WILLIAM NORRIS and CLARA BOW

From the play by RIDA JOHNSON YOUNG

Scenario by OLGA PRINTZLAU

**Preferred Pictures
Corporation**

B.P. Schulberg, Pres.  J.G. Bachmann, Treas.

1650 Broadway, New York.

Foreign Distributors—Export and Import Film Co., Inc.

MODERN JAZZ

VS.

THE CLASSICS



B.P. Schulberg
presents

a GASNIER
production

MAYTIME

From the famous play by Rida Johnson Young
Scenario by Olga Printzlau

with

HARRISON FORD
ETHEL SHANNON

and Hollywood's Twelve Most Beautiful Girls.

CLARA BOW
WM. NORRIS

Preferred Pictures

Corporation

1650 Broadway, New York

B. P. Schulberg President

J. G. Bachmann Treasurer



MAYTIME

IS A PICTURE THAT HAS

SUSPENSE



ROMANCE



CONFLICT

"MAYTIME" is a play that has had six years of astounding success on the stage. After more than a year in New York it toured the United States, and it still is playing to crowded houses. After it had run a year in New York City, the *New York Times*, in an editorial, said:

"Maytime" has been likened to "Old Heidelberg" and "Milestones". But it owes its great success to a touch not found in either. It has sadness and brims at times with pathos, but it crowns both moods with a happy ending, in a manner as modern as it is novel. It is that rarest of all things, a new stage story. In each episode it rings true, in pathos as well as in beauty.

This "rarest of all things, a new stage story" has been faithfully reproduced in the Preferred Picture.

The story opens in the days of our grandfathers and carries down to the modern jazz age. It is chock full of beauty, pathos, humor and action.

It runs from hoopskirt days down to a striking scene of chorus girls in a jazzy back-stage rehearsal. It shows love in the polite form of olden days and carries romance down to the hectic times of parties in bachelor apartments.

You'll Be Thrilled Through and Through By
THE GREATEST LOVE STORY OF ALL

BEAUTY



PATHOS



UNFAITHFULNESS



COMEDY



EVERYTHING!

Preferred Pictures

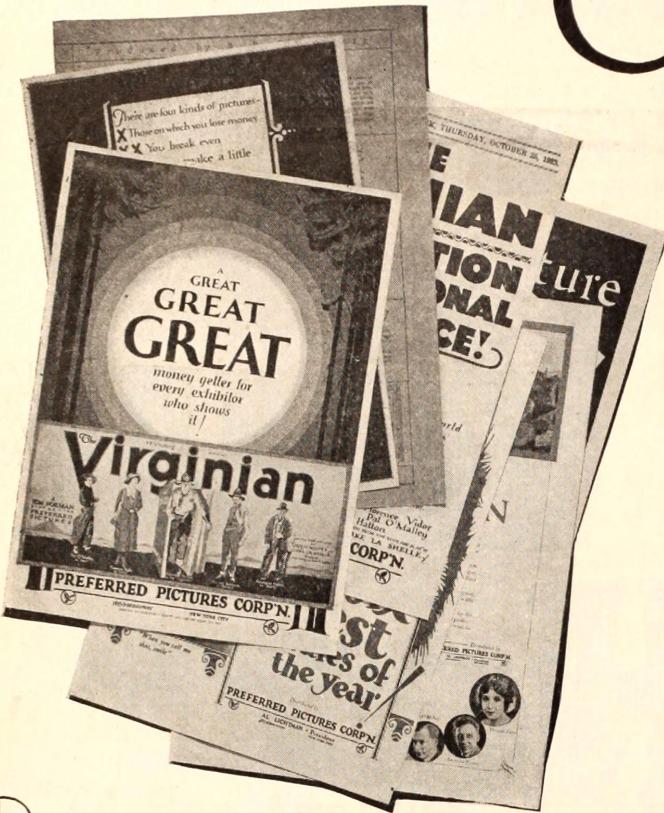
Corporation

1650 Broadway, New York

B. P. Schulberg President

J. G. Bachmann Treasurer

FOREIGN DISTRIBUTORS - EXPORT AND IMPORT FILM CO. INCORPORATED



On "The Virginian" our every promise has come true

now

Here's another example of truthful advertising —

MAYTIME

Six years a great stage success — now a wonderful Preferred Picture

Has everything that makes the big crowds come!

B. P. Schulberg presents a
GASNIER PRODUCTION
from the famous play by Rida Johnson Young

with **Harrison Ford** **Clara Bow**
Ethel Shannon **Wm. Norris**
and Hollywood's twelve most beautiful girls.
Scenario by Olga Printzlau

Preferred Pictures
corporation

B.P. Schulberg, Pres.  J.G. Bachmann, Treas.

1650 Broadway, New York.

FOREIGN DISTRIBUTORS
EXPORT AND IMPORT FILM CO. INC.

WHAT KIND OF A PICTURE IS MAYTIME?

Let the Syracuse Telegram
tell you 

Preferred Pictures
Corporation

B.P. Schulberg, Pres.  J.G. Bachmann, Treas.
1650 Broadway, New York.

B.P. Schulberg presents a
GASNIER production

By E. C. VANDEBONCOEUR

The writer trudged through a swirling, frigid wind, laden with icy flakes, to reach the Empire, cold, wet and tired. He came out thrilling, happy, and hummed all the way home through the same wind and same snow, without experiencing the slightest depression from the bleak, wintry outlook.

→ That's the kind of a picture "Maytime" is. It's seldom that those who guide the destinies of the moving picture industry give us so clean and sweet a love story as this, with its colonial settings and dignified treatment, and to them we hereby give thanks.

MAYTIME

with

Harrison Ford Ethel Shannon Clara Bow Wm. Norris
and Hollywood's Twelve Most Beautiful Girls
Scenario by Olga Printzlau - from the play by Rida Johnson Young

**\$50,000 a day—
7 days a week**

—staggering sum—isn't it?

That is what it would cost if you contracted for as many lines of advertising as is being devoted by the 231 or more newspapers that are spreading the story of "BLACK

OXEN" to their 5,000,000 readers, seven days a week—FREE!

"BLACK OXEN" is the greatest "Publicly Sold" picture ever released in this industry.

Frank Lloyd Productions, Inc.
presents

"BLACK OXEN,"

by Gertrude Atherton
featuring **CORINNE GRIFFITH**
and **CONWAY TEARLE**

Directed by

FRANK LLOYD

For a
PROSPEROUS
NEW YEAR
book
**FIRST
NATIONAL
FIRST**

FIRST NATIONAL

the "Big 10" are all hits!

We give you a great picture
—We increase the public
demand—Book it and get
the big profits that are
bound to follow.



"BLACK,
OXEN"



MONTH

JANUARY
1924

Foreign Rights Controlled by
Associated First National Pictures Inc.
383 Madison Avenue, New York

Here's the way a real picture lines them up!

- look at that mob!
- think of the tickets
it means were sold!
- think of the
profits for that theatre!

CORINNE GRIFFITH CONWAY TEARLE IN GERTRUDE
MORE ASTOUNDING THAN THE NOVEL --

Foreign Rights Controlled by
Associated First National Pictures Inc.
383 Madison Avenue, New York



A First National Picture

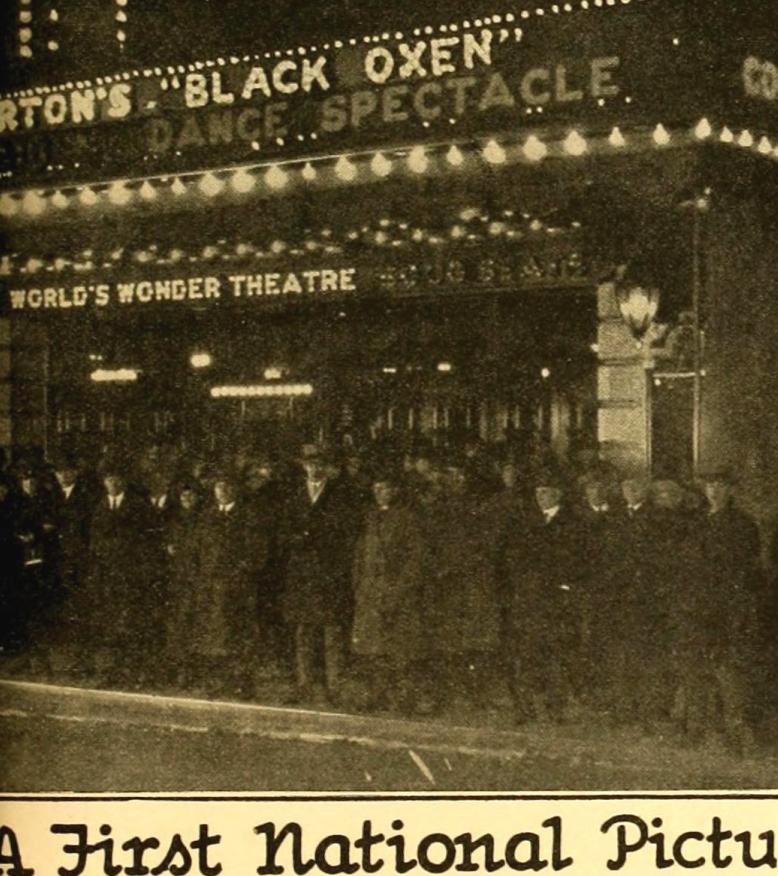
It's doing a "line-up" job like thi

Photograph of a daily scene
of the front of the

BALABAN & KATZ

CHICAGO THEATRE

Chicago, during the run of
"BLACK OXEN."



FRANK LLOYD PRODUCTIONS INC. OFFERS

"BLACK OXEN"

by GERTRUDE ATHERTON
featuring

Corinne Griffith
and Conway Tearle

Directed by
FRANK LLOYD



A First National Picture

every place it plays!

1924

**This Young Star's Popularity Means
Patrons At Your Box-Office**

GLENN HUNTER

IN

GRIT

*A breath-taking melodrama
of New York's underworld-*

with

Dore Davidson, Clara Bow and Osgood Perkins

**"The best vehicle for Glenn Hunter
that has been released."**

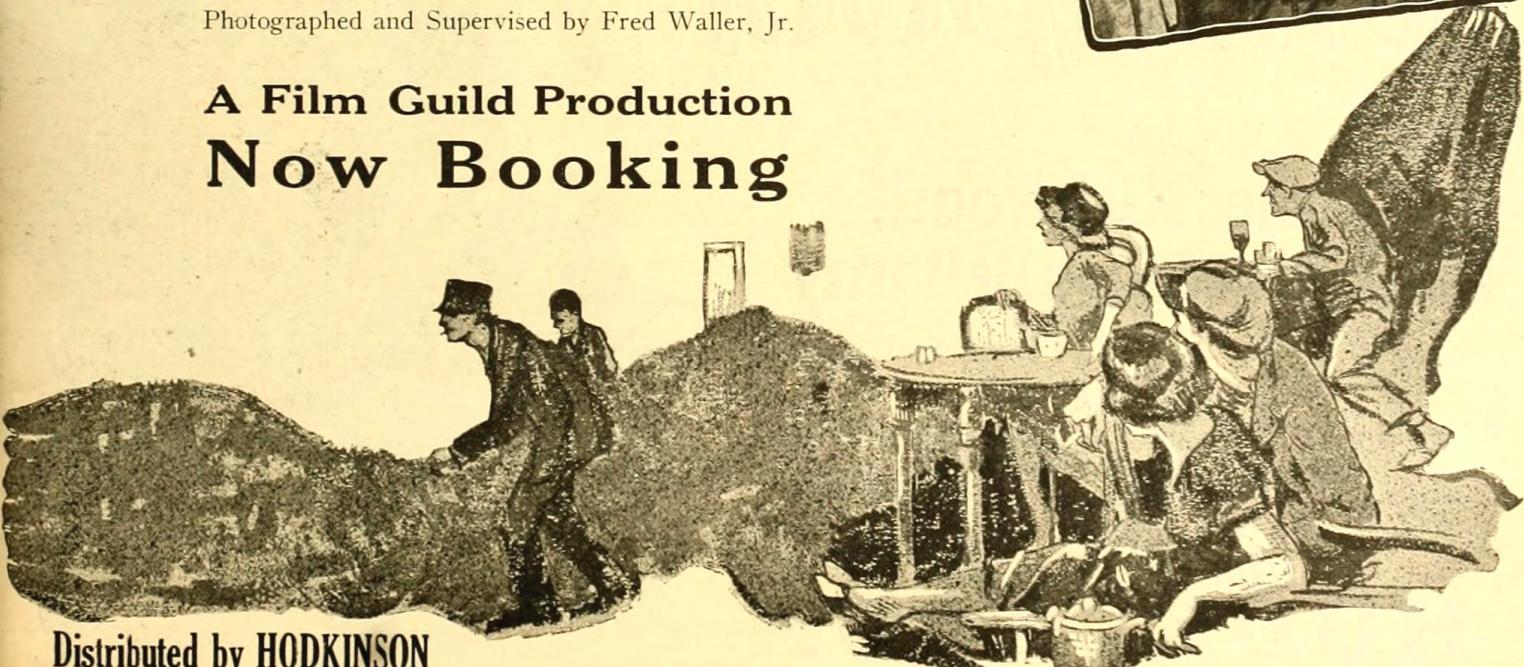
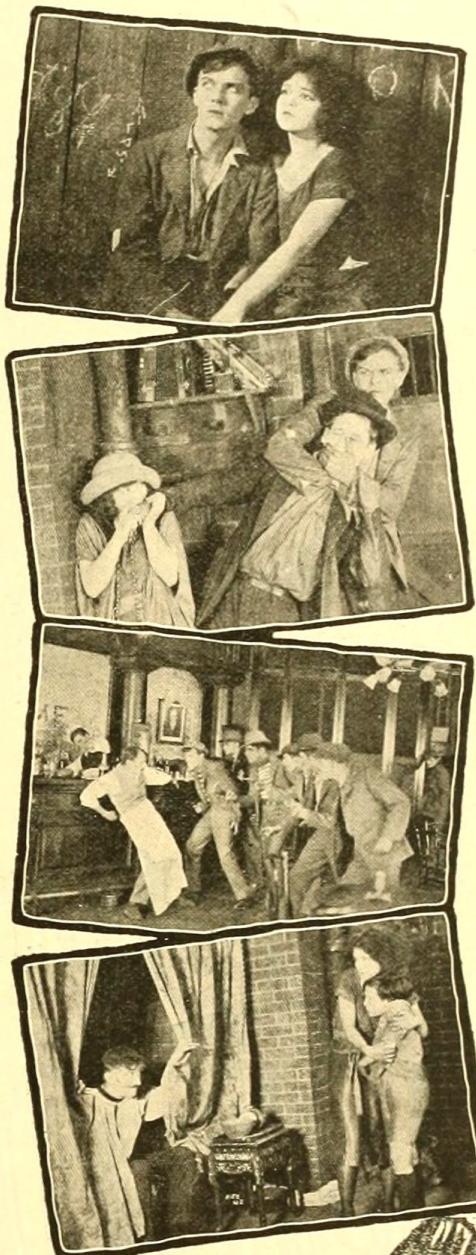
—Moving Picture World

From the Story by F. Scott Fitzgerald.

Directed by Frank Tuttle—Adapted by Ashmore Creelman.

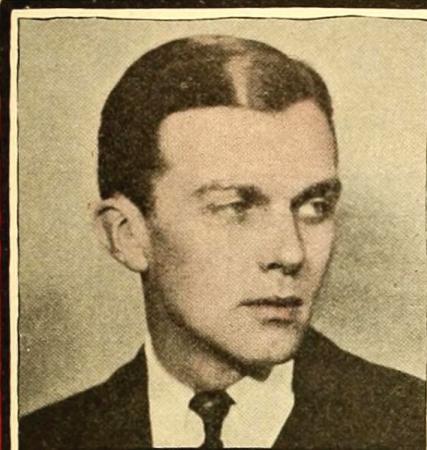
Photographed and Supervised by Fred Waller, Jr.

**A Film Guild Production
Now Booking**



Distributed by HODKINSON

Three convincing reasons why **GRIT** is a first run picture



GLENN HUNTER
STAR OF "MERTON OF
THE MOVIES"



F. SCOTT FITZGERALD
AUTHOR OF "THE BEAUTIFUL
AND DAMNED"



CLARA BOW
A SENSATIONAL SUCCESS IN
"BLACK OXEN"

Some First Run Theatres That Have Played or Booked This Unusual Feature:

CHICAGO, ILL., Alcazar Theatre—Played to tremendous business first week. Held over for second week.
KANSAS CITY, MO. 12 St. Theatre
DES MOINES, IOWA. Palace Theatre
NEW ORLEANS, LA. Tudor Theatre
INDIANAPOLIS, IND. Palace Theatre
LOUISVILLE, KY. National Theatre
CINCINNATI, OHIO. Palace Theatre
DAYTON, OHIO. Keith's Theatre
DETROIT, MICH. Family Theatre
LONG BEACH, CALIF. Mission Theatre
SAN FRANCISCO, CALIF. Hippodrome
ST. LOUIS, MO. King's Theatre
ST. PAUL, MINN. Palace-Orpheum
SYRACUSE, N. Y. Rivoli Theatre
WASHINGTON, D. C. Crandall's Criterion
SANDUSKY, OHIO. Schade Theatre
MISSOULA, MONT. Rialto Theatre
NEW YORK, N. Y. Loew's Burnside Theatre
WENATCHEE, WASH. Rialto Theatre
DANBURY, CONN. Empress Theatre

SOUTHERN ENTERPRISES THEATRE CIRCUIT

"By far the best vehicle for Glenn Hunter that has been released."

Moving Picture World

"Highly dramatic story of gripping interest."

Exhibitors Trade Review

The Film Guild presents
Glenn Hunter
IN
"GRIT"

with

Clara Bow, Dore Davidson
and Osgood Perkins

Story by F. Scott Fitzgerald.
Directed by Frank Tuttle.
Adapted by Ashmore Creelman.

Photographed and Supervised by
Fred Waller, Jr.

Distributed by
HODKINSON

Season 1924-1925 Thirty First-Run Pictures

*A Film Guild
production*



Book
"GRIT"
 at your nearest
 Hodkinson
 Exchange

If you want
PROOF
 read this

"GRIT"—[Class A] 80%
 (Adapted from story of same name)

Story:—Son of Gangster Born With Fear of a Gun Urged to Heroism by
 Girl He Loves

Photography—Very good—Fred Waller.
 Interesting—Adventurous—
 Moral Standard—Average.

Story—Average—Melodrama—Adults.
 Star—Very good—Glenn Hunter.
 Author—Average—F. Scott Fitzgerald.
 Direction—Very good—Frank Tuttle.
 Adaptation—Very good—Ashmore Creelman.
 Technique—Very good—Neutral.
 Producer—Film Guild

CAST

Glenn Hunter
 Helena Adamska
 Roland Young
 Clara Bow
 Osgood Perkins
 Townsend Martin
 Dore Davidson
 Martin Broder
 Joseph Depew

"Kid" Hart.....
 Annie Hart.....
 Houdini Hart.....
 Orchid McGonigle.....
 Boris Giovanni Smith.....
 Flashy Joe.....
 Pop Finkel.....
 Bennie Finkel.....
 Tony O'Cohen.....

February 1 to 15, 1924.

Distributor—W. W. Hodkinson

Footage—5,800 ft.

Our Opinion

Good Melodrama—Colorful Presentation of Underworld Story—
 Glenn Hunter at Best

The story of "Grit" is slightly out of the ordinary, in spite of the fact that it contains a not unusual amount of underworld atmosphere. In fact the story has its setting almost entirely in the underworld. With the exception of the antique shop of Pop Finkel, where the old man had a method of his own for shooting worm holes into his furniture, the haunts of gangsters form the background of the majority of the story's action. The character played sympathetically by Glenn Hunter is that of a youth who was born "gun shy," and who became the tool of a gangster whom he served with sensitive fingers inherited from his gangster father. The plot of the story has no particular strength, but it does allow of interesting development, and interjects a romance that flourishes amid hairbreadth escapes from the evil eye of the jealous one, police raids, and heroic rescues. Clara Bow gives a fascinating and spirited performance as Orchid, a fearless ex-crook determined to go straight. Osgood Perkins is convincing as the despicable Smith, equally proficient in the use of knife or gun. Dore Davidson lives up to former records, and Martin Broder does well as Bennie Finkel. The cast is capable throughout, and direction and editing is well done.

STORY OF THE PLAY

"Kid" Hart was born "gun-shy." In fact, the very sight of was, however, proficient at the wire trick, and opened safes and lighted his master, Boris Giovanni Smith. His tendency to Orchid McGonigle, his sweetheart, who, on her return from and takes a job as waitress. Together they help Pop Finkel, and make Pop part with his money. Orchid has taught himself that Kid, who at the urge of closing scenes show the Kid and his family of children.

PROGRAM COPY—"Grit"—Feat.
 Kid Hart had a tough time of it until he took the
 to himself that "it doesn't hurt to get hurt." Here is a
 cast, including Glenn Hunter, Dore Davidson and Clara.

"SCREEN OPINIONS"



Distributed by
HODKINSON
 Season 1924-1925
 Thirty First-Run Pictures



MY LAST CALL

Remember this or
you will lose at
the Bank & It
takes Grit to
make money &
That's me!

"GRIT"

HODKINSON PICTURES

The most talked-about
young star in America
GLENN HUNTER

in

GRIT

WITH
DORE DAVISON,
CLARA BOW,
& OSGOOD PERKINS

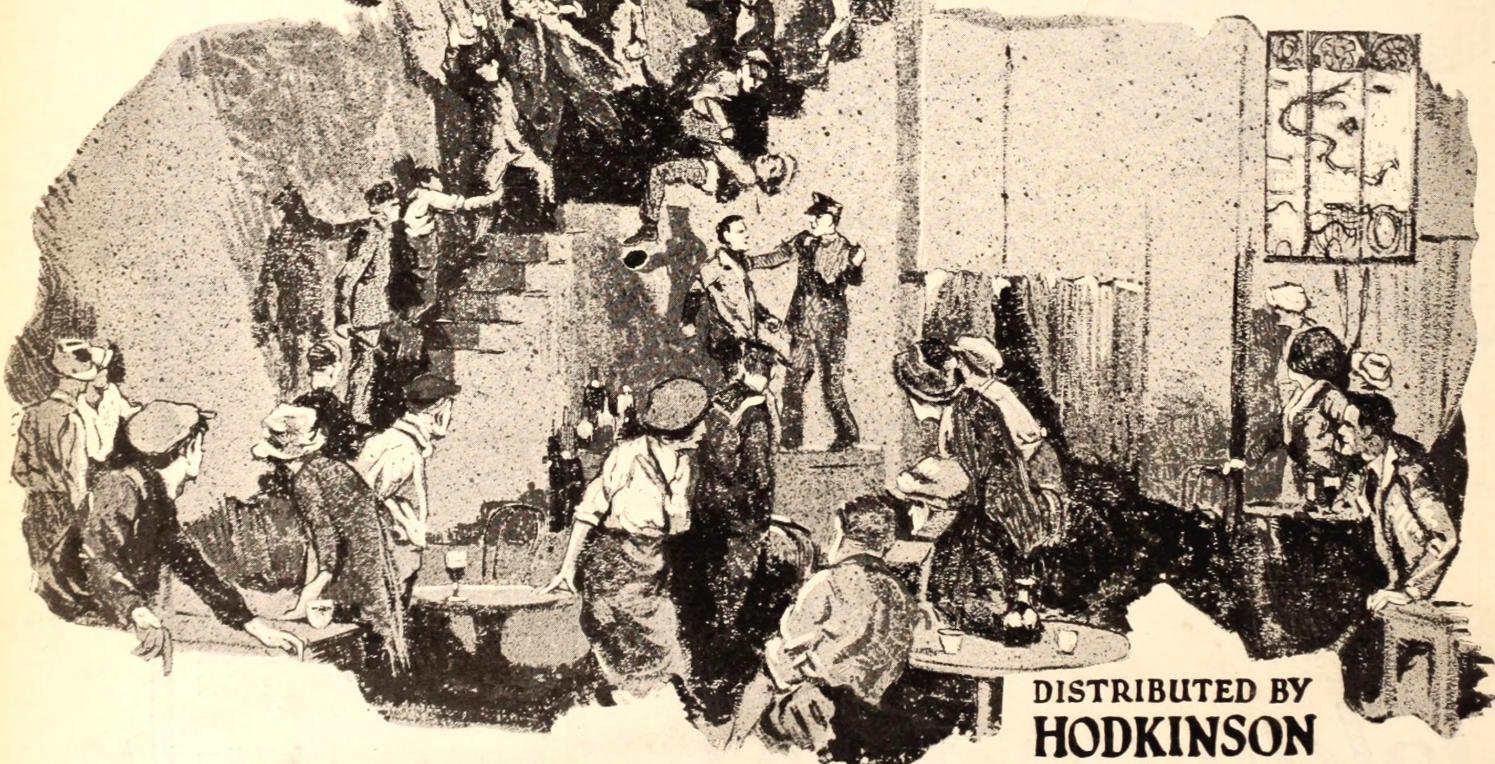
from the story by
F. Scott Fitzgerald

Directed by Frank Tuttle

Adapted by Ashmore Creelman

Photographed & Supervised by
Fred Waller Jr.

A FILM GUILD
PRODUCTION



DISTRIBUTED BY
HODKINSON

Lifts the lid from New York's underworld

Believe in titles?

Think a good one
gets business?

Then take a
look at this



POISONED PARADISE

THE FORBIDDEN STORY OF
PARIS AND MONTE CARLO.



To be followed by another great production, with another great title —

“The BREATH of SCANDAL”
— and after that
“THE TRIFLERS”

Preferred Pictures
corporation

B.P. Schulberg, Pres. J.G. Bachmann, Treas.



1650 Broadway, New York.

FOREIGN DISTRIBUTORS . . . EXPORT AND IMPORT FILM CO. INC.



THE FORBIDDEN STORY OF
PARIS AND MONTE CARLO!

B.P. Schulberg presents a GASNIER Production
of Robert W. Service's famous love story of the
youth who was brought up to curse the roulette
wheel, and of the girl from Paris who prayed every
night, "God Bless Monte Carlo."

POISONED PARADISE

With a Preferred Cast

KENNETH HARLAN

CLARA BOW

CARMEL MYERS

RAYMOND GRIFFITH

Scenario by Waldemar Young

Preferred Pictures
Corporation

B.P. Schulberg, Pres.  J.G. Bachmann, Treas.

1650 Broadway, New York.



Forbidden Story

**B.P. Schulberg presents
a fascinating production of
Robert W. Service's novel**

of Paris and Monte Carlo—made from a book that is banned by Continental Police because it tells too much.

"POISONED, PARADISE"

With a Preferred Cast

**Kenneth Harlan Raymond Griffith
Clara Bow Carmel Myers
a GASNIER production**

SCENARIO BY WALDEMAR YOUNG

Preferred Pictures Corporation

B.P. Schulberg, Pres. J.G. Bachmann, Treas.

1650 Broadway, New York.

FOREIGN DISTRIBUTORS
EXPORT AND IMPORT FILM CO. INC.

A Screen Show-Down

Ready
For
Immediate
Release



SACRAMENTO PICTURES CORPORATION
presents

John Cort's Famous Stage Success

"LISTEN LESTER"

with

LOUISE FAZENDA - EVA NOVAK
HARRY MYERS - GEORGE O'HARA
ALEC FRANCIS - LEE MORAN
and DOT FARLEY

Directed by WM. A. SEITER

B. F. ZEIDMAN presents

"DARING YOUTH"

*The Story of an Untamed Wife
and a Knowing Husband*

WITH

BEBE DANIELS

Supported by

NORMAN KERRY - LEE MORAN
ILLIAN LANGDON and ARTHUR HOYT

Directed by WILLIAM BEAUDINE

Big Ones - *they*

PRINCIPAL PICTURES

Distributed
through -

With a "Pat" Hand.

Book Them
Now
Through the
Leading
Exchange in
Your Territory



EASTERN PRODUCTIONS, INC.
present

THE MASKED DANCER"

with

HELENE CHADWICK
and
LOWELL SHERMAN

Adapted from

The Woman With the Mask by Rodolph Lothar

Directed by BURTON KING



B. F. ZEIDMAN presents

"THE GOOD BAD BOY"

with

JOE BUTTERWORTH, MARY JANE IRVING
and
BROWNIE, The Great Dog

Directed by EDDIE CLINE
Director of "Circus Days"



B. F. ZEIDMAN presents

"DAUGHTERS OF PLEASURE"

Starring

MARIE PREVOST and MONTE BLUE.

Directed by WILLIAM BEAUDINE

can't be beaten!
CORPORATION

Principal's second
series of

5

—Only fair, is all I can say for this. Didn't draw. Just broke even. Six reels.—G. F. Rediske, Star theatre, Ryegate, Mont.—Small town patronage.

A Front Page Story, with a special cast.—Very good comedy-drama, but didn't draw well for me, but was not the fault of the picture. Those who saw it said, "Best ever," and wanted more like it. Six reels.—J. E. Ridgeway, Lyric theatre, Coon Rapids, Iowa.

Warner Brothers

Broadway After Dark, with a special cast.—Fair picture. Not as good as some of the other Warner pictures. Seven reels.

—E. E. Byrne, Columbia theatre, Athens, Ohio.—Small town patronage.

Daddies, with Harry Myers.—A real clever comedy with just enough drama in it to make it balance. Acting fine, direction the best and it will please most of them. Could have been a reel shorter, but you don't notice the length like you do in some shows. Seven reels.—R. Ross Riley, Wigwam theatre, Oberlin, Kan.

The Marriage Circle, with Monte Blue.—A good comedy-drama that I did a fair business with in spite of weather. Warner Brothers have got some mighty good productions.—Frank H. Allen, Allen theatre, Solvay, N. Y.—Neighborhood patronage.

Tiger Rose, with Lenore Ulrich.—What a

wonderful picture of the Canadian Northwest this is and how it pleased the people who saw it on a hot July night. Did better than average business in a town that is not doing any business at all. You can brag about this one a lot.—Steve Farrar, Orpheum theatre, Harrisburg, Ill.

Heroes of the Street, with Wesley Barry.—Very good picture, don't be afraid to buy it.—Geo. C. Starkey, Opera House, Montour Falls, N. Y.

The Gold Diggers, with Hope Hampton.—Like all other Warner pictures, it gave very good satisfaction and especially appealed to the young folks, as it was about the jazziest picture we have had in a long time. Boys, if they like jazz, give 'em this one. Eight reels.—W. D. Patrick, Strand theatre, Florala, Ala.

The Gold Diggers, with Hope Hampton.—A dandy comedy drama and was well liked by my patrons. Had lots of comments on this picture. I have played three Warner Bros., "The Printer's Devil," "The Gold Diggers," and "Where the North Begins," and they have all been good.—John Travis, Doric theatre, Erie, Kan.—Small town patronage.

The Printer's Devil, with Wesley Barry.—This gave good satisfaction to both old and young. Harry Myers has a great part in it. It's not the best Barry ever made, but will get by most any place. Seven reels.—Steve Farrar, Orpheum theatre, Harrisburg, Ill.

The Printer's Devil, with Wesley Barry.—A good program picture at small admission.—Bert Silver, Silver Family theatre, Greenville, Mich.

The Printer's Devil, with Wesley Barry.—A very good program picture. Pleased the kids.—John Travis, Doric theatre, Erie, Kan.—Small town patronage.

Conductor 1492, with Johnny Hines.—Some picture and they all told me so when they came out. Just as good as the Harold Lloyds and got me just as much money and didn't cost a third as much. Why play the Harold Lloyd pictures when you can get just as good for one-third what the Lloyds would cost? No more Lloyds for me until the price gets right. Seven reels.—W. D. Patrick, Strand theatre, Florala, Ala.

Where the North Begins, with Rin-Tin-Tin.—Production and box office very good. Why ask more?—Bob White, Bob White theatre, Portland, Ore.—Neighborhood patronage.

Where the North Begins, with Rin-Tin-Tin.—Exceptional outdoor picture and made a hit with my patrons. Drew well.—John Washotok, Victoria theatre, Portland, Ore.—Neighborhood patronage.

The Little Church Around the Corner, with a special cast.—An exceptionally good show. This is one that any exhibitor may be proud of. It is another one of the comparative few that will help redeem the reputation of the screen. Pauline Stark's acting is wonderful. In spite of this, it lacked drawing power.—H. M. Face & Sons, Elman theatre, Maple Rapids, Mich.—Small town patronage.

State Rights

The Broken Silence (Arrow), with a special cast.—Fair picture. Lots of snow. Did fair business. Six reels.—Rex P. Barrett, Cozy theatre, Columbia, Mo.—Small town patronage.

Danger (A. P.), with J. B. Warner.—Warner is a good star and will make good if given the right kind of stories, etc. He is a good fighter and rides well. His smile is catching and I look for some good stuff from him. This picture was good and will suit if they like Westerns. Five reels.—R. Ross Riley, Wigwam theatre, Oberlin, Kan.

Drums of Jeopardy (Truart), with Elaine Hammerstein.—A tiresome story that contains a few thrilling moments and a lot of stuff that has no place in the story. If you run it, don't promise very much. Five reels.—Steve Farrar, Orpheum theatre, Harrisburg, Ill.

The Dempsey-Gibbons Fight (Rickard).—For disappointed patrons and being the biggest piece of cheese on the market, this

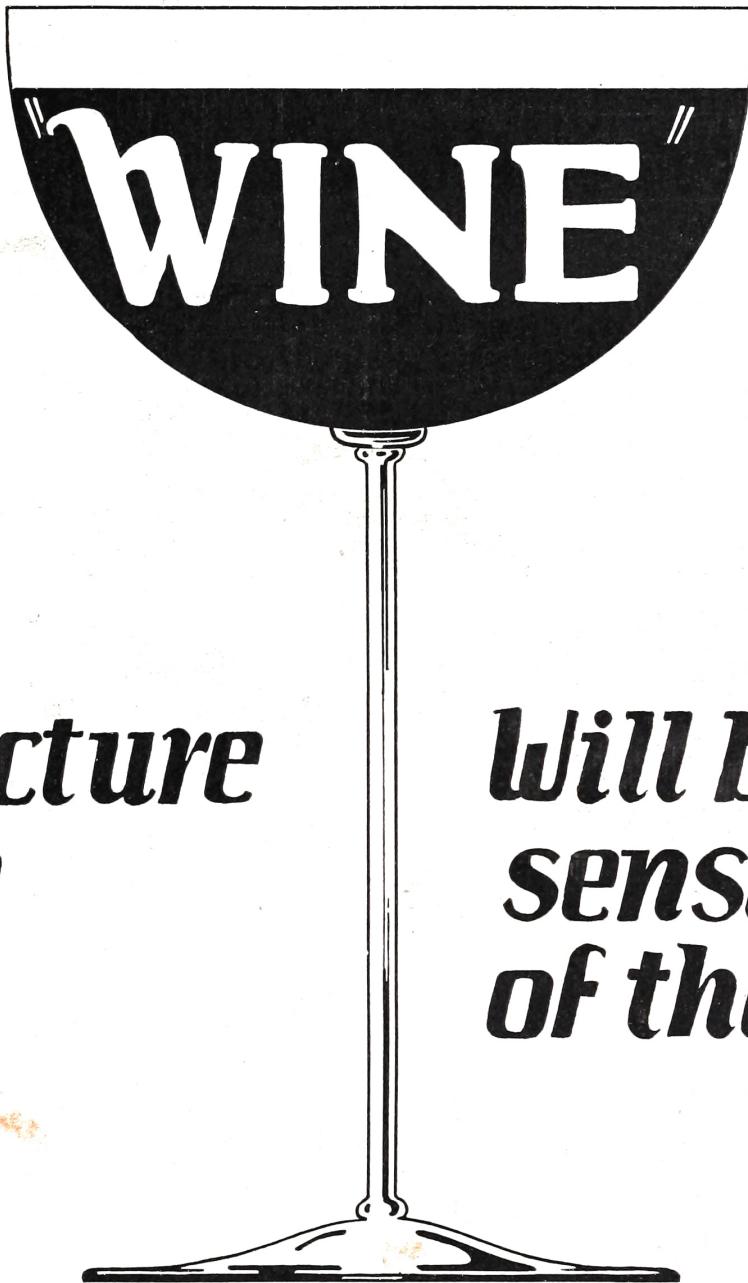
(Continued on page 64)

The picture of the hour!

WINE

There are millions waiting for it!

The biggest treat of the year!
You'll have 'em in line when you give 'em "WINE"



*The picture
of the
hour!*

*Will be the
sensation
of the year!*

With one of the season's greatest casts
featuring

CLARA BOW

Robert Agnew Forrest Stanley
Hunly Gordon Myrtle Stedman
Walter Long

From the sensational magazine story by William MacHarg

Directed by Louis Gasnier

One of Universal's First big 12 Jewels —

This clinches it,

UNIVERSAL has the pictures for 1924-25

Get 'SOU!!

New York American

To the Public:

In order to clear the mystery created by my nameless ship, now outside the 12-mile limit, I have decided to offer everybody a chance to inspect it. If you want to see this ship, its rollicking crew and its unusual equipment; if you would join the gay, jazz-mad crowds on its decks, see the joy-lit ferries taking noisy early morning parties to and from it, go to the manager of your favorite motion picture theatre and whisper "Show me WINE." He will do the rest.

Ca.
Twelve Miles

DAILY MIRROR

To the Public

In order to clear the mystery created by my nameless ship, now outside the 12-mile limit, I have decided to offer everybody a chance to inspect it. If you want to see this ship, its rollicking crew and its unusual equipment; if you would join the gay, jazz-mad crowds on its decks, see the joy-lit ferries taking noisy early morning parties to and from it, go to the manager of your favorite motion picture theatre and whisper "Show me WINE." He will do the rest.

The World

TO THE PUBLIC

In order to clear the mystery created by my nameless ship, now outside the 12-mile limit, I have decided to offer everybody a chance to inspect it. If you want to see this ship, its rollicking crew and its unusual equipment; if you would join the gay, jazz-mad crowds on its decks, see the joy-lit ferries taking noisy early morning parties to and from it, go to the manager of your favorite motion picture theatre and whisper "Show me WINE." He will do the rest.

The New York Times

To The Public

In order to clear the mystery created by my nameless ship, now outside the 12-mile limit, I have decided to offer everybody a chance to inspect it. If you want to see this ship, its rollicking crew and its unusual equipment; if you would join the gay, jazz-mad crowds on its decks, see the joy-lit ferries taking noisy early morning parties to and from it, go to the manager of your favorite motion picture theatre and whisper "Show me WINE." He will do the rest.

THE NEW YORK HERALD Tribune

To the Public

In order to clear the mystery created by my nameless ship, now outside the 12-mile limit, I have decided to offer everybody a chance to inspect it. If you want to see this ship, its rollicking crew and its unusual equipment; if you would join the gay, jazz-mad crowds on its decks, see the joy-lit ferries taking noisy early morning parties to and from it, go to the manager of your favorite motion picture theatre and whisper "Show me WINE." He will do the rest.

MOVIE COVETS CAFE SHIP.

Floating Cabaret Mystery Is Cited
to Advertise a Picture.

By ELLIOTT MILLER

— Gay and

joyful mystery night, according

to the newspapers, has the floundering

Saint-Tropez Jarrell, in The New York

Times, States Coast Guards ordered the

ferries to make a surprise visit to the

unusual ship, its rollicking crew and its

joyful customers, go to the manager

of your favorite motion picture theatre

and ask him to put the picture

in the window.

Robert H. Cochrane, Vice President

of the Universal Pictures Corporation

of the day, Broadway, explained last night

that the advertisement was designed to

attract attention to the new film, "Saint

Tropez Jarrell," which was recently

discovered by Mr. Cochrane.

He said that the film, which is a

comedy, has been made in San

Francisco.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

in the fall.

Mr. Cochrane said that the film

is to be shown in the United States

Oh boy! Oh joy!
It's coming soon-
sure pop!

Wine

One of Universal's
first big 12
record-breakers for
1924-25

Presented by Carl Laemmle

*The Picture
of
the Hour!*

with a superb cast featuring **CLARA BOW**
Forrest Stanley - **Robert Agnew** - **Myrtle**
Stedman - **Huntly Gordon** - **Walter Long**
and others

from the story by Wm MacHARG in Hearst's International Magazine
Directed by LOUIS GASNIER - UNIVERSAL - JEWEL

UNIVERSAL—the best buy in sight

Winners! Every

WARNER BROS.

Classics of the Screen

Big Pictures Are the Rule-Not the Exception with Warner Bros.~



ERNST LUBITSCH'S
"THREE WOMEN"

With MAY MC AVOY, PAULINE
FREDERICK, MARIE PREVOST, and
LEW CODY. Story by Ernst
Lubitsch and Hans Kraely.

"THREE WOMEN" at the Strand is
the most powerful motion picture
that has come to Manhattan since ..

—N. Y. Sun



"THIS WOMAN"

From Howard Rockey's Novel. With
IRENE RICH. Directed by Phil
Rosen.

"A strong cast, ably directed in a
story that has many elements of pop-
ular appeal, makes this feature an
asset to the average box office."

—N. Y. Morning Telegraph



RIN-TIN-TIN
in "FIND YOUR MAN"

By Daryl Francis Zanuck. With
JUNE MARLOWE and Eric St. Clair.
Directed by Mal St. Clair.

".... a thoroughly satisfactory en-
tertainment, one of the best pictures
we have ever seen with a dog hero."

—N. Y. Times



"THE LOVER
OF CAMILLE"

From David Belasco's Stage success,
"DEBRAU". With MONTE BLUE
and MARIE PREVOST. Directed by
Harry Beaumont.

".... a most interesting picture.
Harry Beaumont has caught much
of the delicacy that characterized
David Belasco's stage play."

—N. Y. American



"THE NARROW STREET"

From the Novel by Edwin Bateman
Morris. With DOROTHY DEVORE
and MATT MOORE. Directed by
William Beaudine.

"THE NARROW STREET" is
the best picture ever shown at
the Piccadilly. In fact it is one
of the most entertaining com-
edies ever shown anywhere."

—Harriet Underhill, N. Y.
Herald-Tribune.



"THE AGE of INNOCENCE"

From Edith Wharton's Pulitzer Prize
Novel. With Beverly Bayne, Elliott
Dexter, and Mary Roberts. Directed
by Wesley Ruggles.

".... one of the most interesting
pictures seen in some time and we
predict that it will prove one of the
year's most successful photoplays."

Here's the year's
GREATEST
Quick Money Buy!

Carl Laemmle
presents

CLARA
BOW
in
Wine



With Myrtle Stedman, Walter Long, Huntley Gordon, and
Forrest Stanley. From William MacHarg's famous story.
Directed by LOUIS GASNIER.

A UNIVERSAL PICTU



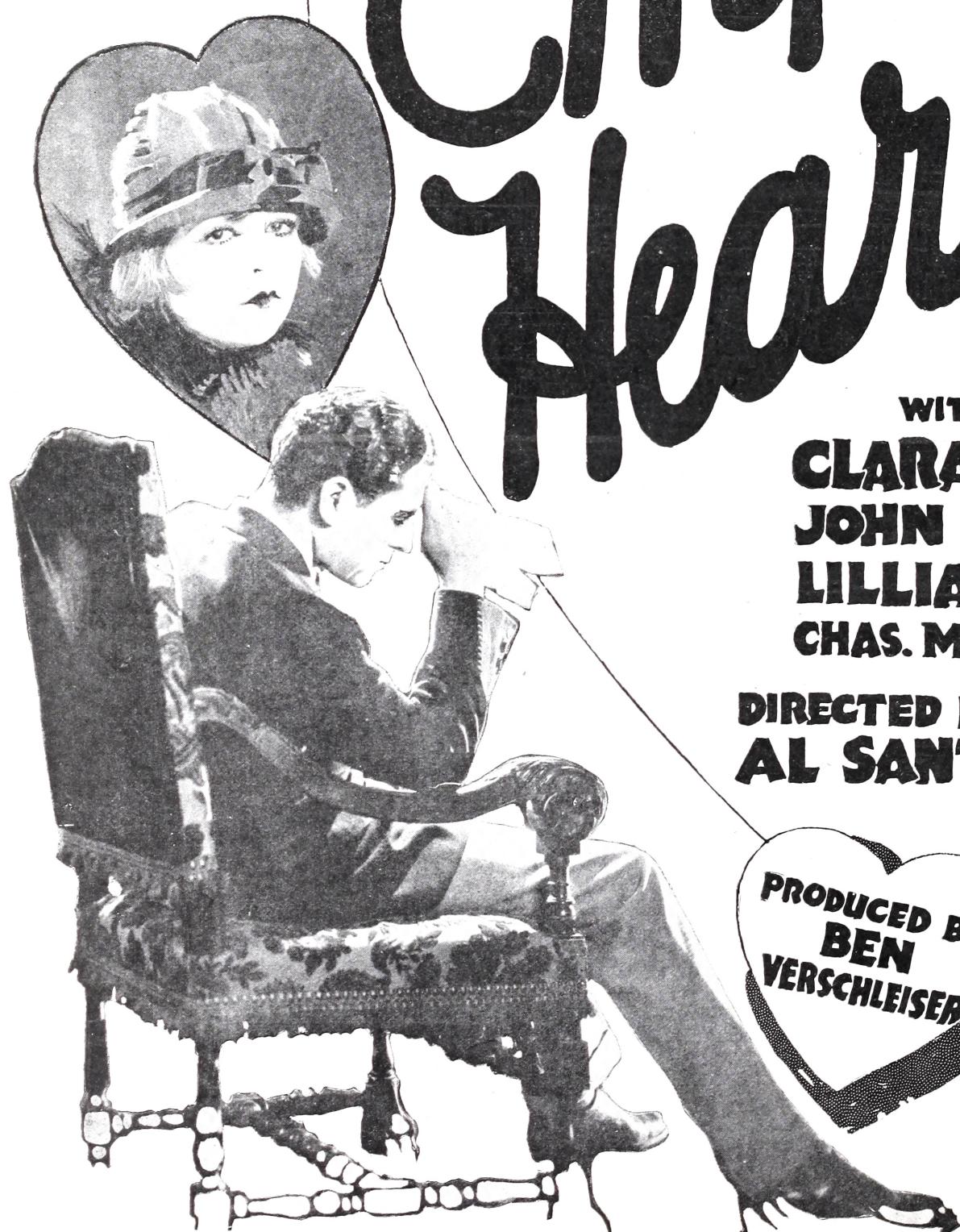
The Girl With "IT" at Her Zippiest Best!

¶ Bubbling, effervescent, peppy CLARA BOW in a title and a picture that fit her like a one-piece bathing suit!

RE Grab It NOW—It's a "NATURAL"

**BANNER
PRODUCTIONS, INC.
PRESENT**

"Empty Hearts"



WITH
CLARA BOW
JOHN BOWERS
LILLIAN RICH
CHAS. MURRAY

DIRECTED BY
AL SANTELL

PRODUCED BY
**BEN
VERSCHLEISER**

DISTRIBUTED BY
**BANNER
PRODUCTIONS, INC.**
1540 B'WAY N.Y.C.

Foreign Distributors
Simmonds-Kann Enterprises, Inc.
220 West 42nd Street, New York City

"EMPTY HEARTS" will
mean FULL HOUSES !

"Empty Hearts"

A
BANNER
PRODUCTION

WITH
CLARA BOW
JOHN BOWERS
LILLIAN RICH
CHAS. MURRAY

DIRECTED BY
AL SANTELL
PRODUCED BY
BEN
VERSCHLEISER

DISTRIBUTED BY
BANNER
PRODUCTIONS, INC.

1540 BROADWAY N.Y.C.

FOREIGN DISTRIBUTORS
SIMMONDS-KANN ENTERPRISES, INC.
220 West 42nd St. N.Y.C.

MAKE THIS YOUR **BANNER** YEAR

Winners! Every

WARNER BROS.

Classics of the Screen

Big Pictures Are the Rule-Not the Exception with Warner Bros.~



ERNST LUBITSCH'S
"THREE WOMEN"

With MAY MC AVOY, PAULINE
FREDERICK, MARIE PREVOST, and
LEW CODY. Story by Ernst
Lubitsch and Hans Kraely.

"THREE WOMEN" at the Strand is
the most powerful motion picture
that has come to Manhattan since ..

—N. Y. Sun



"THIS WOMAN"

From Howard Rockey's Novel. With
IRENE RICH. Directed by Phil
Rosen.

"A strong cast, ably directed in a
story that has many elements of pop-
ular appeal, makes this feature an
asset to the average box office."

—N. Y. Morning Telegraph



RIN-TIN-TIN
in "FIND YOUR MAN"

By Daryl Francis Zanuck. With
JUNE MARLOWE and Eric St. Clair.
Directed by Mal St. Clair.

".... a thoroughly satisfactory en-
tertainment, one of the best pictures
we have ever seen with a dog hero."

—N. Y. Times



"THE LOVER
OF CAMILLE"

From David Belasco's Stage success,
"DEBRAU". With MONTE BLUE
and MARIE PREVOST. Directed by
Harry Beaumont.

".... a most interesting picture.
Harry Beaumont has caught much
of the delicacy that characterized
David Belasco's stage play."

—N. Y. American



"THE NARROW STREET"

From the Novel by Edwin Bateman
Morris. With DOROTHY DEVORE
and MATT MOORE. Directed by
William Beaudine.

"THE NARROW STREET" is
the best picture ever shown at
the Piccadilly. In fact it is one
of the most entertaining com-
edies ever shown anywhere."

—Harriet Underhill, N. Y.
Herald-Tribune.



"THE AGE of INNOCENCE"

From Edith Wharton's Pulitzer Prize
Novel. With Beverly Bayne, Elliott
Dexter, and Mary Roberts. Directed
by Wesley Ruggles.

".... one of the most interesting
pictures seen in some time and we
predict that it will prove one of the
year's most successful photoplays."

1925

The Biggest Sensation B. P. Schulberg Presents His

CAP PUNIS



*Adapted by
John Goodrich*

One Hundred
Million People
are Talking
about it

of ANY Year
Dramatic Conception of

IT'S A
HIMENT

Directed by **James P. Hogan**

WITH

Clara Bow
Elliott Dexter
Mary Carr
Alec B. Francis
Edith Yorke
Eddie Phillips

George Hackathorne
Margaret Livingston
Robert Ellis
Joseph Kilgour
Wade Boteler
George Nichols

Preferred Pictures. Distributed by B. P. Schulberg Productions, Inc.
1650 Broadway, New York J. G. Bachmann, Vice-Pres.

FOREIGN DISTRIBUTORS: EXPORT AND IMPORT FILM CO.

Howard Estabrook

presents

The Adventurous Sex

with

Clara Bow, Earle Williams, Herbert Rawlinson,
Harry Morey and Flora Finch

*Do the "don't's" of parents make
the modern girl want to "do"?*

The fathers and mothers of the twenty year old girls of today just can't understand them.

Their daring shocks them. Their habits frighten them. Their friends terrify them. Their late hours sadden them. What they do makes the parents wonder if they are really their own flesh and blood.

What's the answer? See this story of the flighty little flappers of today.

Directed by Charles Giblyn

ASSOCIATED EXHIBITORS

Arthur S. Kane, President

*Physical Distributor
Pathé Exchange, Inc.*

**Encore
Pictures**

*Foreign Representative
Sidney Garrett*

*From the story by
Hamilton Mannon*

*Continuity by
Carl Stearns Clancy*





Howard Estabrook
presents

"The ADVENTUROUS SEX"

with
**CLARA BOW, EARLE WILLIAMS,
HERBERT RAWLINSON, HARRY
MOREY and FLORA FINCH**

A fast-moving, realistic story of the spoiled girls of today,—those to whom the "Don'ts!" of father and mother no longer appeal.

Presenting the truth that those who venture too near the flames are apt to be scorched.

A cast with names that really count.



HER BEAUTY A PREY
TO THE DESIGNING

Directed by Charles Giblyn

Associated Exhibitors

ARTHUR S. KANE, President

Physical Distributor
Pathé Exchange, Inc.

Encore
Pictures

Foreign Representative
Sidney Garrett

Ready to set summer records!

B.P. Schulberg
presents

"MY LADY'S LIPS"

Directed by James P. Hogan ~ Story by John Goodrich
With

CLARA BOW
ALYCE MILLS
FORD STERLING
MATHEW BETZ

FRANK KEENAN
WILLIAM POWELL
JOHN SAINPOLIS
GERTRUDE SHORT



B.P. Schulberg
presents

"FAINT PERFUME"

A GASNIER
Production

From the
Famous novel
by Zona Gale

With

SEENA OWEN

WILLIAM POWELL

ALYCE MILLS

MARY ALDEN

RUSSELL SIMPSON

BETTY FRANCISCO

B.P. SCHULBERG
PRODUCTIONS INC
J.G. Bachmann, Vice-Pres.



PREVIEW PRAISE

WARNER BROS.
Classics of the Screen

"EVE'S LOVER"

From the Novel by Mrs. W.K. CLIFFORD
with

**IRENE RICH
BERT LYTELL
CLARA BOW
WILLARD LOUIS**

ARTHUR HOYT
JOHN STEPPLING
LEW HARVEY

Directed by Roy Del Ruth

Scenario by Darryl Francis Zanuck

HERE are no more critical motion picture audiences in the world than those which attend the Pre-Views at leading theatres in the Hollywood community.

Producers welcome and encourage honest criticism at these showings and many a picture has been helped by what these motion picture devotees had to say.

It is apparent that "Eve's Lover" is destined to create a sensation when it is shown at your theatre.

RIPPING, INTENSELY INTERESTING. THE BEST PICTURE OF ITS KIND I HAVE SEEN FOR A YEAR.

URRAH FOR WARNER BROS.!

OID

MORE PICTURES OF THIS CALIBRE, WITHOUT SUGGESTIVE THOUGHTS, ARE VERY APPEALING TO ME. COMEDY VERY HUMOROUS.



*delivering the best-
all the time!*

FIRST NATIONAL is to be congratulated for coming forward at this time with this splendid story of the great West in the making as an aid to exhibitors in proving to their patrons that The Greater Movie Season really means something. "The Scarlet West," is undoubtedly one of the finest western pictures produced in many moons.

Motion Picture News



The Scarlet West

Presented by
Frank J. Carroll
with
Robert Frazer
and Clara Bow

First National Pictures
Best by Test



Foreign Rights Controlled by
First National Pictures Inc.
323 Madison Avenue, New York

Members of Motion Picture Producers and Distributors of America, Inc. ~ Will Hays President

WARNER BROS.
Classics of the Screen

*In the Lubitsch Manner—
Delicate-Smart-Fascinating—
The most delightful domestic
comedy of the year—*

“KISS ME AGAIN”

by HANS KRAELY

An **ERNST LUBITSCH**
PRODUCTION

with

MARIE PREVOST
MONTE BLUE

CLARA BOW
JOHN ROCHE
WILLARD LOUIS

Directed by

ERNST LUBITSCH

AVAILABLE AT
WARNER BROS.
FRANCHISE HOLDERS

Three Women
Find Your Man
The Lover of Camille
This Woman
The Narrow Street
The Age of Innocence
The Dark Swan
The Lighthouse by the Sea
A Lost Lady
The Bridge of Sighs
A Broadway Butterfly
On Thin Ice
The Man Without a Conscience
Recompense
My Wife and I
The Woman Hater
Eve's Lover
Tracked in the Snow Country
How Baxter Butted In



\$
Play to the tune of S. R. O.

"KISS ME AGAIN"

by HANS KRAELY

An ERNST LUBITSCH PRODUCTION

with

MARIE PREVOST
MONTE BLUE

CLARA BOW
JOHN ROCHE
WILLARD LOUIS

Directed by

ERNST LUBITSCH





B.P. Schulberg

presents

A GASNIER Production

"Parisian Love"

by F. Oakley Crawford

With

CLARA BOW
ALYCE MILLS
LILLIAN LEIGHTON
HAZEL KEENER

LOU TELLEGREN
DONALD KEITH
JEAN DE BRIAC
OTTO MATIESEN

**PREFERRED
PICTURES**

PARISIAN LOVE

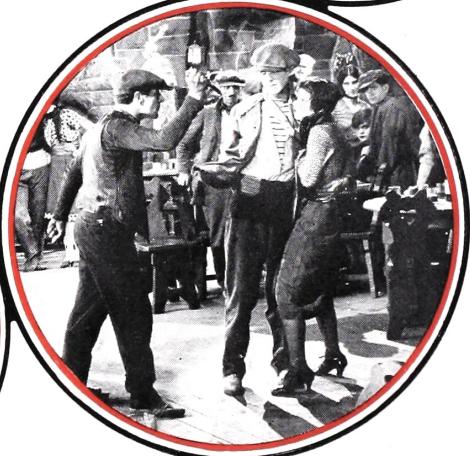
"18"
for 1925-1926

PARISIAN LOVE
THE GIRL WHO
WOULDN'T WORK
WITH THIS RING
SHENANDOAH
THE PLASTIC AGE
LEW TYLER'S WIVES
HORSES AND WOMEN
EDEN'S FRUIT
THE OTHER WOMAN'S
STORY
SHOPWORN
THE WORST WOMAN
EXCLUSIVE RIGHTS
SHAMEFUL
BEHAVIOR?
THE ARISTOCRAT
STUDIES IN WIVES
THE ROMANCE OF A
MILLION DOLLARS
DANCING DAYS
HIS NEW YORK
WIFE

B.P. Schulberg
presents
A GASNIER Production

LOVE

B. P. SCHULBERG opens the new season's program of Eighteen Preferred Pictures with a truly notable box-office production. For the delight of exhibitors and their patrons, Paris—the world's most romantic city—lives upon the screen, a thrilling reality. Its lavish atmosphere, its undercurrents of love and intrigue are created in a never-to-be-forgotten story interpreted by a remarkable cast.



PREFERRED
PICTURES

B. P. SCHULBERG
PRODUCTIONS INC.

J. G. Bachmann Vice-Pres.

B. P. Schulberg presents his initial release
for the new season

PERSIAN LOVE

A
GASNIER
Production

Story by
F. OAKLEY CRAWFORD

With

CLARA BOW
ALYCE MILLS
LILLIAN LEIGHTON
HAZEL KEENER

LOU TELLEGREN
DONALD KEITH
JEAN DE BRIAC
OTTO MATIESEN

B. P. SCHULBERG
Productions Inc.
J. G. Bachmann, Vice-Pres.

PREFERRED
PICTURES



DUSTING OFF THE RECORDS
OF THE WORLD!

Clara BUD

THE invincible Clara in Gene Stratton-Porter's mightiest box-office show! F O B's sensational spring offering. . . . New prints . . . new paper . . . new and unique showmen's campaign! Thousands of bookings already recorded!



LEO MEEHAN PRODUCTION



KEEPER
of the BEE



Over

New Prints!

New Paper!

New PROFITS!

*Joseph P. Kennedy
presents*

CARDB

ne Stratton-Porter's Sensational Best Seller

A Leo Meehan Production

The



Whelming!

Like a mighty, foam-crested wave, the amazing popularity of the red-headed thunderbolt engulfs the entire industry!

Here you have the invincible kid in one of the greatest of box-office record smashers!

Right in the nick of time when show business needs a shot of the good old hop!

OW in KEEPER *of the* BEES



Joseph P Kennedy
PRESENTS

CLARA

BOW

If you're the smart showmen we think you are, you'll step right out and nail the GREATEST MONEY SMASH OF THE SPRING SEASON BEFORE YOUR OPPOSITION BEATS YOU TO IT. It's the first run sweep of the hour. Hundreds of wise showmen are grabbing it. . . . CLARA BOW, the world's greatest box-office name today, in Gene Stratton-Porter's mightiest story, "The Keeper of the Bees," IS AN ABSOLUTE AND UNQUALIFIED PUSHOVER. . . . A MONEY PROPOSITION IN THE NICK OF TIME WHEN BUSINESS MAY BE LAGGING WITH THE APPROACH OF SPRING!

LAST MINUTE

Skouras Circuit

Midwest Sax Circuit

Saenger Circuit

FBO PICTURES

KEEPER OF THE BEES

BOW herself is a smash! Gene Stratton-Porter's name is a smash! The show is a PROVEN RECORD-BREAKER HAILED BY EXHIBITORS AS ABSOLUTELY THE MIGHTIEST MONEY-GETTER FOR SHOWMEN IN THE HISTORY OF THE BUSINESS!

We are spreading ourselves with a wal-loping line of brand new posters, a giant press book packed with practical exploitation, a flashy lobby display and all other accessories to help you mop up. But the big smash is CLARA . . . This red-headed sensation is the surest money magnet of the age . . . the idol of young and old alike. . . . AND IS RED HOT NOW!

*A. J. LEO MEEHAN PRODUCTION
PRESENTED BY JOSEPH P. KENNEDY*

BOOKINGS

R & R Circuit Thru Texas

Cooperative Houses, Detroit.

CORPORATION

Absolute Evidence

Mr. Tom McLean,
Film Booking Offices.
St. Louis, Mo.

Dear Mr. McLean:

After a four day run of THE KEEPER OF THE BEES, it looks as if we will have to have a return on it in order to satisfy the hundreds that were turned away. Had we but known the drawing power of this wonder picture, we would have let it in for the entire week.

We had them standing out every night and Saturday was awful. We were filled early in the afternoon and they kept coming at night. We were compelled to turn away hundreds. Wednesday and Thursday we had both THE IRON HORSE and THE GOLD RUSH in competition. Friday and Saturday we had THE GOLD RUSH and other good pictures in competition.

FRESHMAN is the only picture that has all records, and THE FRESHMAN was played at advanced prices. All that saw it pronounced it good, and I know of several who saw it twice.

One thing happened that we did not look for, and that was the "kids" the same as a dog picture or Fred Thomson. To sum it all up, it is a great picture and we only hope it will do as well for all exhibitors as it did for us. A picture like THE KEEPER OF THE BEES is a God-send to the exhibitors, and I sincerely trust we will have more of them.

Very truly yours,

James C. Weber,
Jas. C. Weber,
RIALTO THEATRE

Jacksonville, Ill.

that Gene Stratton-Porter

THE KEEPER IS PACKING THE

Distributed by FILM BOOKING OFFICES of AMERICA

CLASS OF SERVICE	SIMBOL
Telegram	Blue
Day Letter	White
Night Message	White
Night Letter	N.L.

I need only use these symbols preceding after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT 420P K 64 5 EXTRA

HENDERSON NCAR 1141A

FILM BOOKING OFFICES CHA

KEEPER OF THE BEES OPENING YESTE
FEW GREAT BOX OFFICE ATTRACTIONS
CROWDS WHO STOOD IN POURING RAIN
OUR FIRST TELEGRAM IN OUR FOURTH
BUT KEEPER OF THE BEES DESERVES

PRINCE



This is a last Telegram unless otherwise indicated by symbol after the number of words. (Day Letter) "Blue" (Night Letter) or "White"

(Night Telegram)

send the following Telegram, subject
CHD97 70 1 EXTRA

LEE MARCUS
SALES MANAGER
NEW YORK NY
FEEL IT MY D
KEEPER OF THE
THIS WEEK ST
RECEIPTS HAD
DAY AND NIG
FROM PATRON

LOUIS B



UNION
RAM
V. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise character is indicated by the symbol appearing after the check.

sent at destination as shown on all messages, is STANDARD TIME.

1925

MCAR

AT THE PRINCESS ONE OF THE
TO CUT PROGRAM TO ACCOMODATE
MORING FOR ADMISSION THIS IS
SARS OF OPERATION OF THIS NATURE
THE PRAISE WE CAN GIVE IT
THEATRE BY G S VICK MANAGER

1206P

CABLES

DELIVERY NO.

STANDARD TIME
INDICATED ON THIS MESSAGE



terms on back hereof, which are hereby agreed to.
LECT NL

MS MINNEAPOLIS MINN

4 07

BOOKING OFFICES OF AMERICA 723 SEVENTH AVE
INFORM YOU THE SUCCESS GENE STRATTON PORTERS THE
S IS MEETING WITH AT PANTAGES THEATRE MINNEAPOLIS
ING OPENING SUNDAY TO ONE OF BIGGEST DAYS OF YEAR
CREASED DAILY AND TODAY THURSDAY HELD THEM OUT
TOP GREAT AUDIENCE PICTURE UNTOLD COMMANDMENTS
OP AM SURE PLEASED WITH MY GOLD BONDS CONTRACT REGARDS

T
MGR.

ter's

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise character is indicated by the symbol appearing after the check.

RECEIVED AT NA15 50 NL COLUMBIA SOCAR OCT 29

The filling time as shown in the date line on full rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

LEE MARCUS,

GEN SALES MANAGER FILM BOOKING OFFICES 723 7 AVE NEW YORK NY

OPENED WITH GENE STRATTON PORTERS KEEPER OF BEES RECORD BUSINESS FOR
MONDAY AT IDEAL THEATRE PACKED HOUSE TWO PM UNTIL NINE THIRTY IN SPITE
FIRST COLD SPELL OF WINTER EVERY ONE MY PATRONS AND NEW ONES THAT HAVE NEVER
BEEN IN HOUSE BEFORE LOUD IN THEIR PRAISE STOP WARMEST CONGRATULATIONS

LESTERS IDEAL THEATRE

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise character is indicated by the symbol appearing after the check.

SYMBOL
Blue
Nite
N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise character is indicated by the symbol appearing after the check.

Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise character is indicated by the symbol appearing after the check.

WESTERN UNION
TELEGRAM

NEWCOMB CARLTON, PRESIDENT
GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

The filling time as shown in the date line on full rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

RECEIVED AT

81 EV 38 NL 2 EXTRA SG

LEAVENWORTH KANS NOV 4 1925

FILM BOOKING OFFICES OF AMERICA

18 TH & BALTIMORE KANSAS CITY MO

KEEPER OF BEES OPENED TONIGHT TO CAPACITY EVERYONE ENTHUSIASTIC
ABOUT IT AND BOY WHAT AN AUDIENCE PICTURE WHAT A WOMAN'S PICTURE
IT IS DONT LET ANY EXHIBITOR WITH A SICK BOX OFFICE MISS THIS
ONE REGARDS

WALTER WALLACE ORPHEUM THEATRE

Rushed in "Bees"

"Dear Van and 'Gang'—Am rushing you a report on
'Keeper of the Bees' as I am the first one in the State of
Oklahoma to run this." So says Roy E. Cline, Osage
Theatre, Osage, Oklahoma. And here's the hot tip:
KEEPER OF THE BEES. (F. B. O.) Star cast
including Clara Bow. Here is a PICTURE that will
yank folks into the old joint that have never been known
to jar loose. Had a cold, blustery night to run this; but
they came till we were unable even to furnish standing
room. We also had a hunch and raised our admission
price to 25-50, which, in a small town, will generally
sink you; but they dug up their four bits and came any-
way. Oh, Boy! but it is a "Grand and Glorious Feeling"
to fill up the old joint to the brim at four bits a throw.
While the picture may, for some towns, be a little weak,
it will satisfy them and you have enough left to pay the
rent.

M.P.
WORLD
NOV. 7-25

R OF THE BEES
ATRES EVERYWHERE !!

Inc., 723 Seventh Ave., New York, N. Y. EXCHANGES EVERYWHERE

Reason #8 -

With such competition as "PONY EXPRESS" --
"THE MARRIAGE WHIRL" --
"CALIFORNIA STRAIGHT AHEAD"

Gene Stratton-Porter's "The KEEPER of the BEES"

CLASS OF SERVICE	SYMBOL
Telegram	Blue
Day Letter	None
Night Message	N.M.

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise character is indicated by the symbol appearing after the check.

The filing time as shown in the date line on full rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

WESTERN UNION
TELEGRAM

NEWCOMBE CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Service Symbol
If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise character is indicated by the symbol appearing after the check.

RECEIVED AT

IN FSZ 50 NL 2 EXTRA

SIOUXFALLS SDAK OCT 25-26 1925

LEE MARCUS

FILM BOOKING OFFICES 723 SEVENTH AVE NEWYORK NY

CONGRATULATIONS KEEPER OF BEES SHATTERS ALL HOUSE RECORDS HERE STOP
S R O SIGN UP ALL DAY AGAINST SUCH COMPETITION PONY EXPRESS CALIFORNIA
STRAIGHT AHEAD AND MARRIAGE WHIRL STOP WEATHER CONDITIONS DECIDEDLY
UNFAVORABLE SNOW AND COLD STOP PATRONS COMMEND PICTURE HIGHLY STOP
WILL ADD PRESTIGE ANY THEATRE REGARDS

H E REMFIELD ROYAL THEATRE

925A

shatters
all
house
records



Have YOU
BOOKED it yet?

Exclusive Foreign Distributors,
R-C Export Corporation
723 Seventeenth Avenue
New York
EBC Pictures GmbH
220 Friedrichstrasse
Berlin
R-C Export Corp.
England
Sous Agents des Film EBC
Offices: London, Paris

Distributed by FILM BOOKING OFFICES, 723 7th Ave., N. Y. Exchanges Everywhere

1926

Alice Joyce, heart Harold Lloyd, Mildred Davis, Virginia Valli, County Banks, Strong, Lionel Barrymore, Nita Naldi, Vytell, Eugene O'Brien, Clara Bow, St. John, Glenn Hunter, Ymore, Bert, Bert, Lillian Rich, Jacqueline

Clara



From the Story by
Henry Chapman Ford
Directed by Wallace Worsley

\$tar\$ \$tar\$ \$tar\$ *

Hersholt Estelle Taylor Jack Dempsey Constance Bennett Allen Tom Moore Mary A
e Peters Claire Windsor Mae Busch Louise Glaum Roy Stewart Cl

BOW in "The Shadow of the Law"

Stuart Holmes as The Master Crook,—Clara Bow the girl he had framed to the doom of prison bars — Her release, then tense melodrama that rushes on to a crashing climax.



ar\$ \$tar\$ \$tar\$ \$tar\$ \$

ildred Davis Malcolm McGregor Virginia Valli Tom Moore Mae Bus
e Joyce Compson Jack Dempsey Glenn Hunter Edna Murphy Jacqueline Logan Hope
ity Banks Estelle Taylor

CLARA

in "TWO CAN"



\$ Star \$ Star \$ Star \$ Star \$ Star \$ \$

Eugene O'Brien
npton
aldi

Blanche Sweet
House Peters

Percy Hartman
Louis Wolheim
Mildred Ryan
Stuart Holmes
Constance B.

BOWWOWPLAY

PLAY"

Clara Bow, the fastest-stepping star on the screen, with a cast including Allen Forrest, Wallace Mac-Donald, George Fawcett, and others of first rank.— Two men and a girl and you don't know the winner till the final fade-out.



*From the
Saturday Evening Post stor
by Gerald Mygatt
Directed by Nat Ross*

Star\$ Star\$ Star\$ Star\$ Star\$



Presented by
ASSOCIATED EXHIBITORS, Inc.
Oscar A. Price, Pres.

Drama!
Thrills!
Excitement!



**CLARA
BOW**
IN
"TWO CAN PLAY"

*From the Saturday Evening Post Story
by Gerald Mygatt ~ Directed by
Nat Ross*



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

A
**HERBERT
BRENON
PRODUCTION**

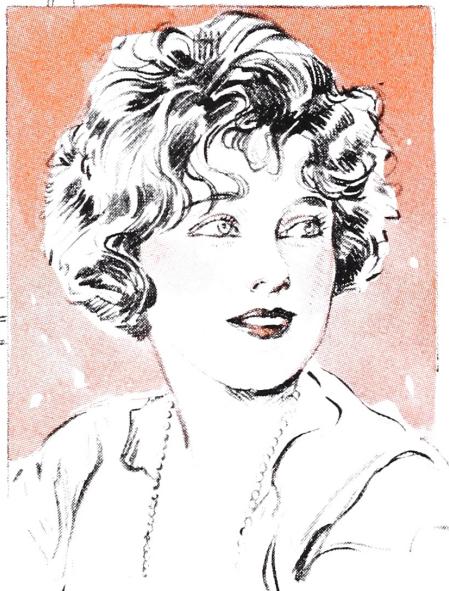
"DANCING"

Starring
**CONWAY TEARLE
ALICE JOYCE**

CLARA BOW
DONALD KEITH

*By Edmund Goulding
and Edgar Selwyn*

A Paramount Picture



MOTHERS"

THE father is a wealthy idler. The daughter is a captivating flapper. So the pretty mother says, "Why don't I step out, too?" So she does. And she's some stepper! And some dresser! And some—but wait until you see the complications in this big, flashy, Rolls-Royce comedy-drama of New York society. Made by the producer of "A Kiss for Cinderella." The man who wrote "Night Life of New York" is co-author.

*From the play that ran
a year at the Booth
and Maxine Elliott
Theatres, Broadway*



Last Week

Paramount Captures Broadway!

3 roaring HITS in One Week!

RIALTO "MOANA" Shatters all Sunday Records \$6.00!

RIVOLI "BEHIND THE FRONT" Comedy Bombshell!

STRAND "GRAND DUCHESS AND THE WAITER" Lines two blocks long at 10 PM!

- and you can book and play all three of them NOW.

and again
THIS WEEK

WITH
HERBERT BRENON'S
exciting exposé of
this Charleston Age
at the **RIVOLI**,

"DANCING MOTHERS"

Starring **CONWAY TEARLE, ALICE JOYCE, CLARA BOW**
FROM THE PLAY BY EDGAR SELWYN AND EDMUND GOULDING, SCREEN PLAY BY FORREST HALSEY

Paramount has the BIG TIME HITS!

"DANCING MOTHERS"

Directed by
EDMUND GOULDING

Now the production genius who wrote and directed "The Trespasser" and "The Devil's Holiday" offers you his greatest dramatic effort! A big special cast will be selected from among Paramount's powerful box office names to portray this story of the reckless rich.

From the stage success by Mr. Goulding and Edgar Selwyn.

When parents play, do the children pay? The answer is hurled at you with the force of a thunderbolt in this drama of a daring, courageous daughter of today. Victim of wealthy parents having their last fling at life. Fighting for her home and her own soul. A sensational drama powerful as "Sarah and Son". And laid in the gayest of settings.

DARING DAUGHTERS!



FLIRTING FATHERS!



Greatest of Outdoor Romances!

From the famous
stage success by
David Belasco and
Richard Walton Tully

If you know show business, you've long had in mind that the famous "Rose of the Rancho" would make the greatest of all action thrillers. The play that David Belasco counted his biggest success, that enthralled all America!

Now it comes to you—with music and entirely in TECHNICOLOR. With Gary Cooper as the gallant cavalry officer who battled a whole battalion of bad men for the heart of a luscious Spanish senorita.

Breathlessly beautiful settings. Stirring action. Inspiring music. Color, beauty, reckless youth. With Rosita Moreno, the well known Shubert prima donna, Lillian Roth and Nino Martini, greatest of tenors.

Directed by Victor Schertzinger



"ROSE OF THE RANCHO"

GARY COOPER

Adolph Zukor and
Jesse L. Lasky present

A Sam Wood Production
Story by Byron Morgan

With Paramount's
Junior
Stars of 1926

"FASCINATING YOUTH"



With a

Special
Secret
Surprise !

Ask the
Salesman !

THE prettiest girls and handsomest young men in America — all new faces! — in a sparkling comedy cocktail of joyous, dancing, romantic entertainment. A fashion display of gowns, carnival of sports. A swift, moving love story of an entirely new type!

Screen play by Paul Schofield

A Paramount Picture





Headed
Straight
for
the
Box
Office!

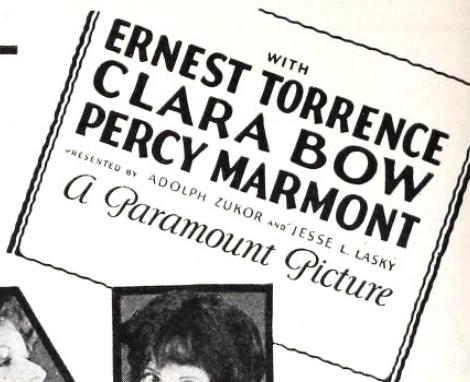
William deMille
"THE
RUNAWAY"

with CLARA BOW
WARNER BAXTER
GEORGE BANCROFT
WILLIAM POWELL

From the story by Charles Neville Buck
Screen play by Albert Shelby Le Vino

a Paramount Picture

Another Record-Wrecker!



\$12,000 first two days at New York Rivoli—during record heat and subway strike!

"Clara Bow is nothing short of a wow!"—Daily Mirror.

"WITH the temperature standing at 92 degrees, the Rivoli had 292 standing waiting for seats to see 'Mantrap'."—New York Morning Telegraph.



Paramount Pictures

THEY MEAN A FORTUNE TO YOU

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President

SILKEN SIREN - WITH CLAWS

A MASTER novelist's tale of the wilds and a wild woman. A soft, velvety "man trap" snaring wise and foolish men alike and then hurling them at each other's throats, smashing codes and friendships and her marriage itself.

**SINCLAIR
LEWIS**
—AUTHOR OF—
"MAIN STREET"
"BABBIT" -- AND
"ARROWSMITH"

Latest and greatest novel "MANTRAP"

Victor Fleming
production with

Clara Bow
Ernest Torrence
Ford Sterling and
Percy Marmont

From the Collier's Weekly
serial and novel

A Paramount Picture



Swamping Box Office Records!

\$33,500--record
opening week at
RIALTO--N.Y.
(1800 seats)

... WIRE TO S.R.KENT:
"KID BOOTS" positive
knockout--Press and
patrons proclaim it
great ...!

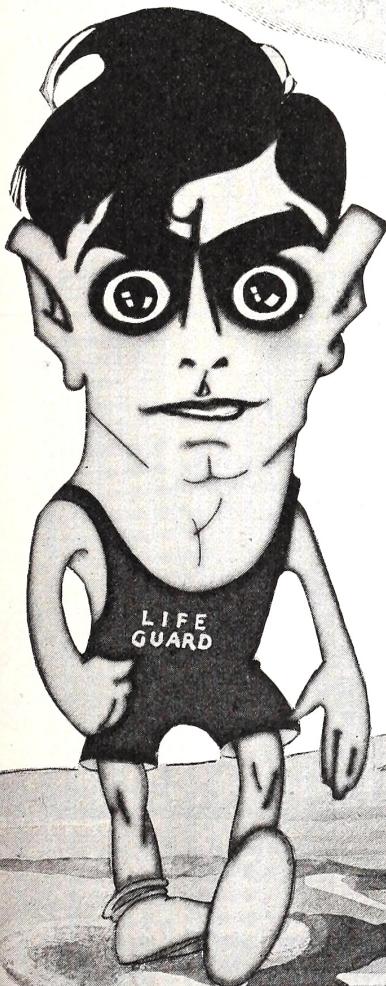
Coyle Theatre
Charleroi, Penn.

Smashed Sunday
record ----- at
METROPOLITAN,
Boston!

"FLORENZ ZIEGFELD'S KID BOOTS"

STARRING
EDDIE CANTOR
WITH
CLARA BOW, BILLIE DOVE
LAWRENCE GRAY

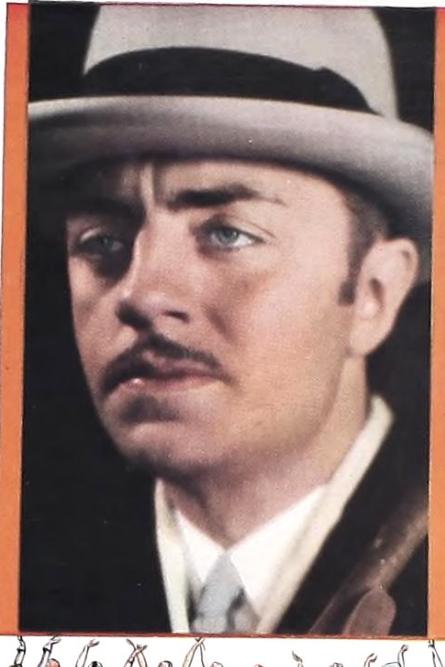
A
PRODUCTION
From the play by
WILLIAM ANTHONY MCGUIRE
Screen play by
TOM GIBSON
B.P. SCHULBERG
HECTOR TURNBULL
ASSOCIATE PRODUCERS



Paramount's **75** HIGH TIDE
OF HITS!

15th
BIRTHDAY
GROUP

New York's most famous lover
hurled from a hotel window into
the Gay White Way at midnight!



WILLIAM POWELL IN HIS MOST EX- CITING ROLE! . . .

For women, he is the most dangerous and fascinating man in New York. Suave, handsome, nimble-tongued, an accomplished lover. Nobody knows whence he comes or where he gets his millions. Yet society welcomes him like a conquering hero and society's wealthiest and most beautiful women are at his feet! A score of irate husbands and thwarted rivals plot to kill him. The startling climax rocks New York!

William Powell in a role more thrilling than "Street of Chance".



"LADIES MAN"

From Rupert Hughes' sensational *Cosmopolitan Magazine*
serial and novel. With a cast worthy of its excellence!

Florenz Ziegfeld's

KID BOOTS

with

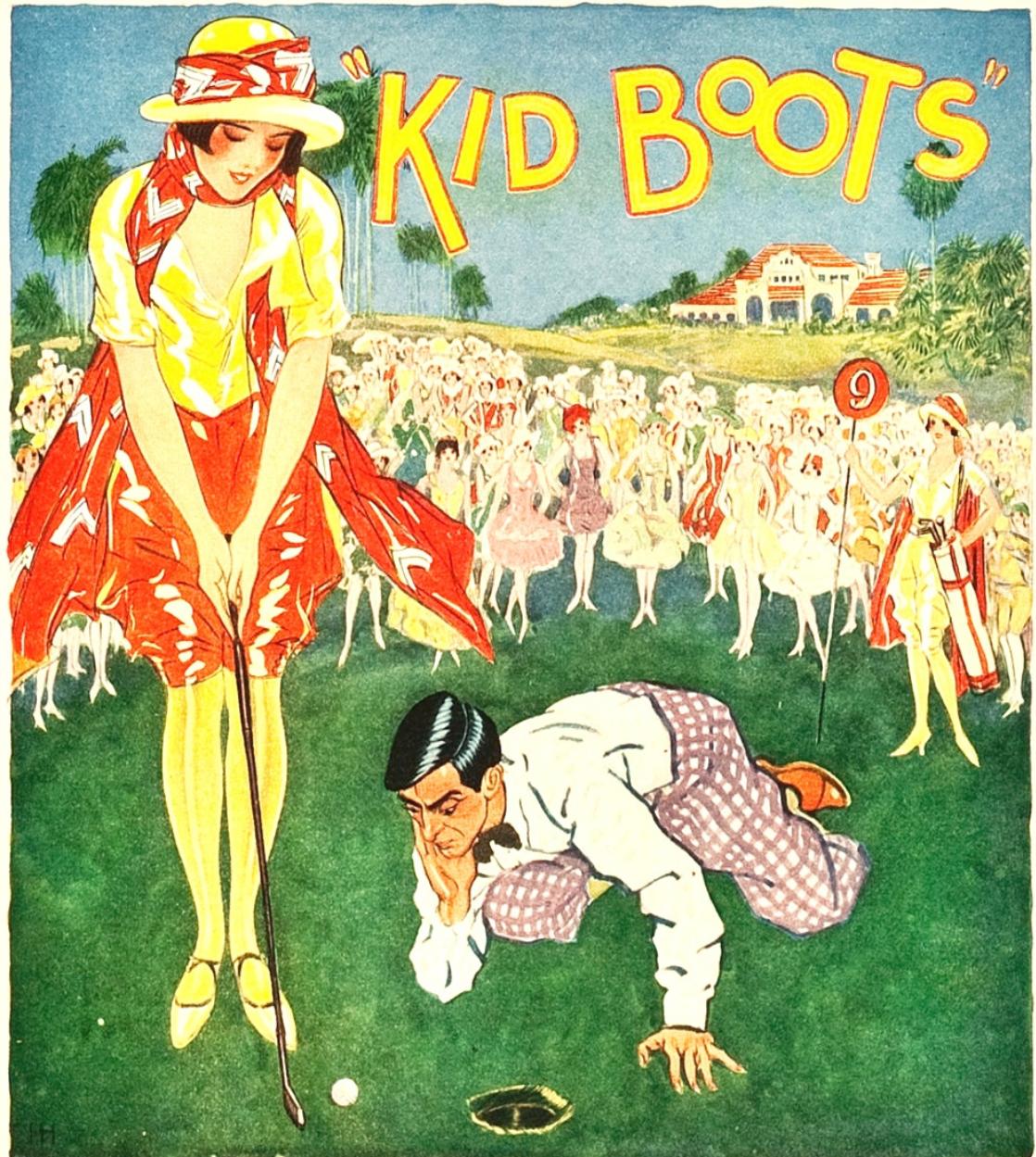
JACK OAKIE

FORE! Make way for a mighty blaze of Oakie sun-shine in one of the biggest, peppiest, funniest productions in which the Big Roar Boy has ever appeared. Watch for Jack as the wise-cracking caddy master in Ziegfeld's famous show of golf, grins and girls. The ace attraction that ran over a year on Broadway and toured the U.S. for another with never an empty seat.

In "Kid Boots" you get two of the nation's crazes united — golf and Oakie! A well-known male favorite and a feminine player of prominence will enact the romantic leads. With Happy Jack helping them through the bunkers of love. Produced in a lavish country club setting.



FLORENZ ZIEGFELD'S



Starring EDDIE CANTOR

An Edward Sutherland Production

ZIEGFELD girls! Ziegfeld magnificence of gowns and settings! Ziegfeld personally supervising a de luxe picturization of his greatest musical comedy success "Kid Boots"! The \$8.80-a-seat (and try and buy one!) extravaganza that convulsed and dazzled Broadway for over a year and then captured Chicago and points west. With Eddie Cantor, star of the stage play, bringing his talents and world-wide popularity to the screen.

"KID BOOTS" is the first epic comedy of America's favorite outdoor craze—golf! A riot of divots and kisses played before a gallery of gorgeous girls, with Cantor as the comical caddy master who whirls hero and heroine over the bunkers of love. Cantor has saved a barrel of brand new gags for his screen debut in "Kid Boots". He and Director Eddie Sutherland, who made "Behind the Front", guaranteed a knockout!

A Paramount Picture

Girls!
Golf!
Gaiety!



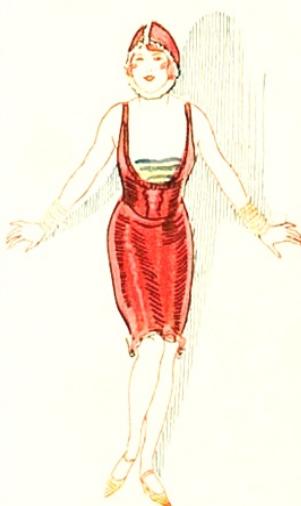
Oceans of
lovely love
pirates!



Sweet ones!
Neat ones!



Cantor—the
Cyclone of
Comedy!



Bevies of
Ziegfeld
Beauties!



1927





Some have "IT". Every- body wants "IT". There's a fortune in it.

Elinor Glyn discovered "IT" and wrote "IT" for *Cosmopolitan Magazine* (Feb. issue) and **PARAMOUNT**. She says: "CLARA BOW has 'IT' more than any girl in the world!"

CLARA BOW stars in "IT"

Tony Moreno has "IT" too. How he proves "IT" as Clara's *vis-a-vis* (French, yessir) in the picture! Clarence Badger, the director, knows a thing or two about "IT" too.



PARAMOUNT offers "IT"—one of the **PERFECT 39.**

"IT" HAS  EVERYTHING!

Screen play by Hope Loring and Louis Lighton. B. P. Schulberg, Associate Producer



Everybody likes "IT." CLARA BOW stars in "IT." Elinor Glyn wrote "IT." Clarence Badger directed "IT." Tony Moreno is the man in "IT." PARAMOUNT offers "IT."



"IT"’s A HIT
in New York:

S. R. O. at the
New Paramount.
Reviewers shower
praises.



"IT"’s A HIT
in San Francisco:

Smashed all records
at Granada Theatre
by \$5,000!



"IT"’s A HIT
in Tulsa, Okla.:

Ralph Talbot wires: "IT"
POSITIVE SENSATION.
HOLDING IT OVER."

The public loves "IT." There's a fortune in "IT." Grab "IT." Play "IT." Clean up with "IT."



"IT" is A HIT
in Camden, S.C.:

Majestic Theatre wires:
"IT" pleased 100%.
Patrons raved over 'IT'."

"IT" is A HIT
in Marion, Ind.:

Billy Connors wires:
"IT" HAS EVERY-
THING! A BOX OF-
FICE SENSATION."



"IT" is A HIT

in any theatre,
large or small—



**IT's a hit
everywhere**

-and

CLARA BOW
is Paramount's STAR
SENSATION OF 1927

*an Elinor Glyn-
CLARENCE BADGER
PRODUCTION
WITH
ANTONIO MORENO*

Story and adaptation
by Elinor Glyn
Screen play by Hope Loring
and Louis D. Lighton

PRESENTED BY
ADOLPH ZUKOR, JESSE L. LASKY
B. P. SCHULBERG
ASSOCIATE PRODUCER

"IT's a hit"

"IT's a hit"

"IT's a hit!"

~~ in St. Louis too



CLARA BOW
stars in *IT*
Tony Moreno
is the man in *IT*
Elinor Glyn
wrote *IT*
Clarence Badger
directed *IT*
B. P. Schulberg,
Associate Producers

TELEGRAM:
"IT" opened with phenomenal success. Breaking all records despite unseasonable weather. GREATEST BOX OFFICE ATTRACTION OF YEAR. Congratulations to Paramount for giving us such a picture!

CHARLES SKOURAS
SKOURAS BROS.

...ST. LOUIS joins ...NEW YORK
...and SAN FRANCISCO ..and TULSA
...and CITIES EVERYWHERE
WITH
RECORDS SMASHED by

Paramount's GOLD MINE

CLARA BOW

is Chosen
the BIG
STAR find
of 1927 and



IT is
the Most
Sensational
Success of
the YEAR
to date ~~~~

Coming Soon!

CLARA BOW in
"ROUGH HOUSE
ROSIE". With Reed
Howes. Directed by
Frank Strayer.

CLARA BOW and
Esther Ralston in
"CHILDREN OF
DIVORCE". Frank
Lloyd Production
with Gary Cooper,
Einar Hanson and
Norman Trevor.



Of course ~~~ Paramount



THE BIG 7 Paramount Pictures for release Feb.-Aug. 1927



CLARA BOW

in the
**Elinor Glyn-
CLARENCE BADGER
PRODUCTION WITH
ANTONIO MORENO**



"IT"

IN answer to unanimous exhibitor and public requests, Clara Bow is a star now! Her appearance in Elinor Glyn's flashy Cosmopolitan Magazine story, "It", is a box office "natural". Screen play by Hope Loring and Louis D. Lighton. B. P. Schulberg, Associate Producer.

POLA NEGRi

in
'Hotel Imperial'

**A MAURITZ STILLER
PRODUCTION WITH
James Hall and George Siegman**

Erich Pommer, responsible for "Variety" and "Metropolis", supervised this dynamic special, Pola Negri's finest since "Passion". Ready now and going into the Rialto, New York, soon for a long run. Story by Lajos Biro. Screen play by Jules Furthman. B. P. Schulberg, Associate Producer.



Paramount

announces

the big
**LONG
RUN**

**Surprise
Special**

Starring

CLARA BOW AND

The
"IT"
Girl



A FRANK LLOYD PRODUCTION
of 1927's most sensational novel

"CHILDREN OF DIVORCE"

... the clean-up chance of a life-time . . . !

Fresh from her triumph in "It" comes Clara Bow. Co-starring with Esther Ralston, hit of "Old Ironsides." In a lavish picturization of 1927's most sensational novel — "CHILDREN OF DIVORCE"! A drama of the reckless, restless jazz orphans of today.

Get it for extended runs
at raised admissions!



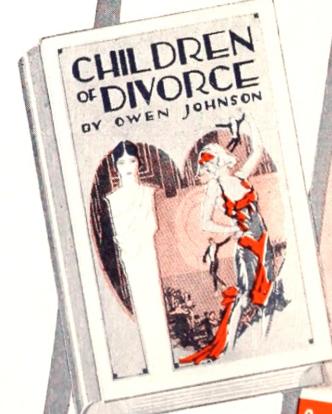
ESTHER RALSTON

Showmen, what
an opportunity!

Two big stars, a star director, a great timely serial story and novel on a popular theme! Get behind it. Exploit it. Clean up with it!

Cast includes Gary Cooper, Einar Hanson and Norman Trevor. From the novel by Owen Johnson. Screen play by Hope Loring and Louis D. Lighton. B. P. Schulberg, Associate Producer.

The Book—
out March 15!



Owen Johnson's Latest Novel / CHILDREN OF DIVORCE

Book it from
Paramount Now!

Serial in Red Book—
(circulation 1,000,000)

The Big Box Office Bet

The
"IT"
Girl



...and how
well the show-
men know
it!... fast and
furious come
bookings on...

CHILDREN OF DIVORCE

"CHILDREN OF DIVORCE"



The Stars. Clara Bow, fresh from her nation-wide clean-up in "It". Esther Ralston, hit of "Old Ironsides". Supported by a great all-star cast of favorites, including Gary Cooper, Paramount's big new western bet.

The Director. Frank Lloyd, famous for "The Sea Hawk" and other successes.

The Story. Running now in Red Book Magazine, with its over a million readers. Coming in a few weeks as a \$2 novel and bound to sweep the country! By Owen Johnson, author of "The Enemy Sex", "Stover at Yale", "The 61st Second" and many others.

The Punch! After wealthy parents are divorced—what about the children? Sophisticated at sixteen—too rich, too young, too beautiful. Clara Bow as the thrill-thirsty jazz orphan. Stealing the sweetheart of Esther Ralston, her safety valve pal. TRY THAT ON YOUR BOX OFFICE!

**DON'T DELAY!
BOOK TODAY!**

STARRING

**CLARA BOW
ESTHER RALSTON**

with
Gary Cooper, Einar Hanson, Norman Trevor
A FRANK LLOYD PRODUCTION

From the novel by Owen Johnson ~ Screen play by
Hope Loring and Louis D. Lighton ~ ~ ~ ~ ~
B. P. SCHULBERG ~ ~ ~ Associate Producer

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

A Paramount Picture



Paramount

as always, has the Real 100% Stars

For instance:

CLARA BOW

"Rough House Rosie"

Sensational week at Paramount, New York. Already established nation-wide as box-office successor to "It"!



With Reed Howes, Arthur Housman. Directed by Frank Strayer. Satevepost story by Nunnally Johnson.

Coming in PARAMOUNT'S 100% PROGRAM
1927-8: CLARA BOW in "HULA," Elinor Glyn's
"RED HAIR," "DEVIL MAY CARE" and more.

MORE FACTS!

Wire from George Zeppos, Wheeling, W. Va.:

S. R. KENT
PARAMOUNT

I never knew before the capacity of my theatre stop never thought such a gross could be made in a single day stop I cannot remember of another case where so many people turned out for the opening day of any show stop It took *Wings* to bring forth the above statements and to break all past records of the biggest box-office successes shown up to the present day in my city stop I dare to make the following suggestions to all the de luxe managers of America stop By all means to cancel all presentation acts during the showing of *Wings* and double their playing time stop And I advise the theatres where *Wings* has not yet been shown as a road show not to make the terrible mistake of failing to raise their price of admission stop If any manager is skeptical of the above statements I shall be only too glad to assume the risk stop *Wings* silent or sound will establish unbelievable records congratulations *Wings* will be held over for another week at my theatre.

GEORGE ZEPPOS

All-time records smashed!

CHICAGO
HYANNIS, MASS.
ONSET, MASS.
WAREHAM, MASS.
BAY SHORE, N. Y.
PATCHOGUE, N. Y.

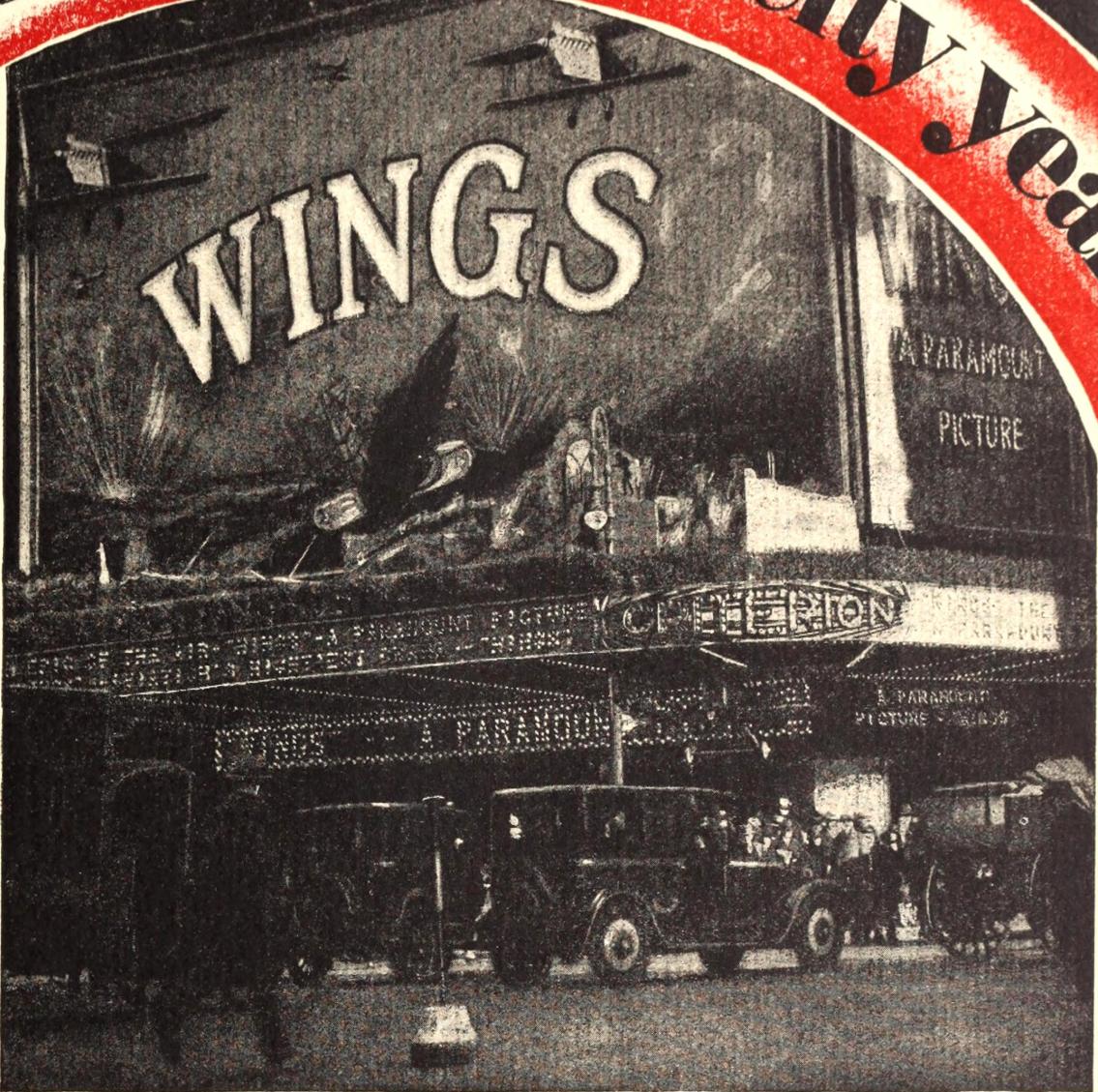
Just the start!

“WINGS”

A Lucien Hubbard Production. Directed by
William Wellman. Story by
John Monk Saunders. With Clara Bow,
Charles Rogers, Richard Arlen, Gary Cooper

A PARAMOUNT PICTURE

second capacity year



a motion picture
about which it is
necessary only to
state the facts



THE FACTS

¶ "WINGS" opened at the Criterion Theatre, New York, on August 12, 1927, and it is still doing capacity business at \$2 admission. Over 11,000 people have bought standing room to see it.

¶ "WINGS" has broken all road show records in the principal cities of the world.

¶ "WINGS" has a marvelous SOUND accompaniment, including symphonic score and spectacular effects of whirring of planes, machine gun duels in the air, etc., etc.

¶ "WINGS" has a cast of stars. Clara Bow, Charles Rogers, Richard Arlen, etc.

¶ PARAMOUNT is cancelling bookings of ten road show companies of "WINGS" lasting through the summer of 1929 to release the production, with SOUND, to motion picture theatres in SEPTEMBER, 1928, when you need it most.

¶ "WINGS" is unquestionably THE GREATEST ATTRACTION IN THE HISTORY OF PICTURES.

"WINGS"

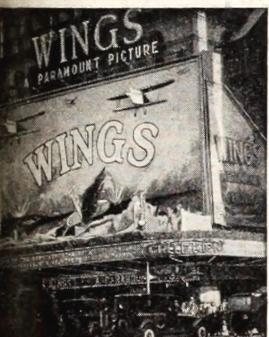
A Lucien Hubbard Production. Directed by William Wellman. Story by John Monk Saunders. With Clara Bow, Charles Rogers, Richard Arlen, Gary Cooper.

A PARAMOUNT PICTURE



"WINGS"

*a
Paramount
Picture*



celebrates this week ONE SOLID YEAR
OF CAPACITY BUSINESS AT \$2 at the
Criterion Theatre, New York. * * * *



will be released to picture houses
IN SOUND in September. Set your
dates now! * * * * *



THE GREATEST BOX-OFFICE ATTRAC-
TION IN MOTION PICTURE HISTORY!
And, of course, PARAMOUNT! * * * *



clara, get your man!

¶ With sparks of "It", some "Rough House Rosie" and a wiggly "Hula" or two, Clara gets him. And how! No wonder they're all saying this latest Clara Bow-nanza, "GET YOUR MAN", will do more cash business than any other picture Paramount's wonder-girl has yet handed you. ¶ Clara in "GET YOUR MAN" gets every man within getting distance of your theatre. The women come flocking to protect their men and to learn Clara's system. And they take quite a shine to Clara's handsome and not unwilling victim, Charles Rogers (hero of "Wings" and "My Best Girl"), too. ¶ The country's Bow-mad, men. You know it. 17,000 people write her each month. Magazines can't print enough stories and pictures of her. Theatres can't hold the mobs she draws. ¶ Clara Bow in "GET YOUR MAN". What a combination! And what a clean-up! Play it quick and buy the wife a Rolls-Royce for Christmas! * * * * *

★ LIVE NUMBERS! ★

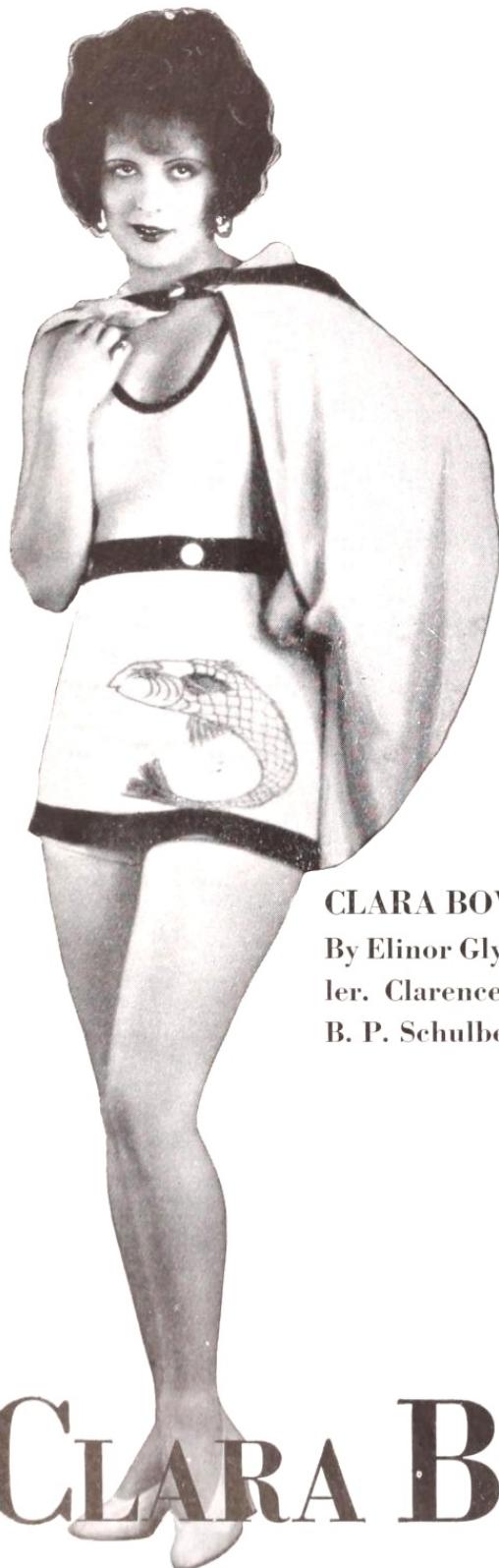
1. LLOYD*	8. JANNINGS
2. BOW	9. NEGRI
3. DIX	10. BANCROFT
4. DANIELS	11. MEIGHAN
5. BEERY-HATTON	12. FIELDS-CONKLIN
6. MENJOU	13. THOMSON
7. RALSTON	14. VIDOR
*Lloyd Productions. Paramount releases.	
	
15. ZANE GREY	



CLARA BOW
in an exciting moment in
"Get Your Man"

1928

¶The star, author, director and producers of "IT" have another big one! ¶One of many wires: (Des Moines) "RED HAIR" exceptional, one of outstanding hits of year."



CLARA BOW in "RED HAIR"
By Elinor Glyn. With Lane Chandler. Clarence Badger Production.
B. P. Schulberg, Assoc. Producer.

CLARA BOW in "RED HAIR"
*new CLARA BOW
hits exclusively* **PARAMOUNT**

Elinor Glyn — author of "IT" — has written another box office dazzler for



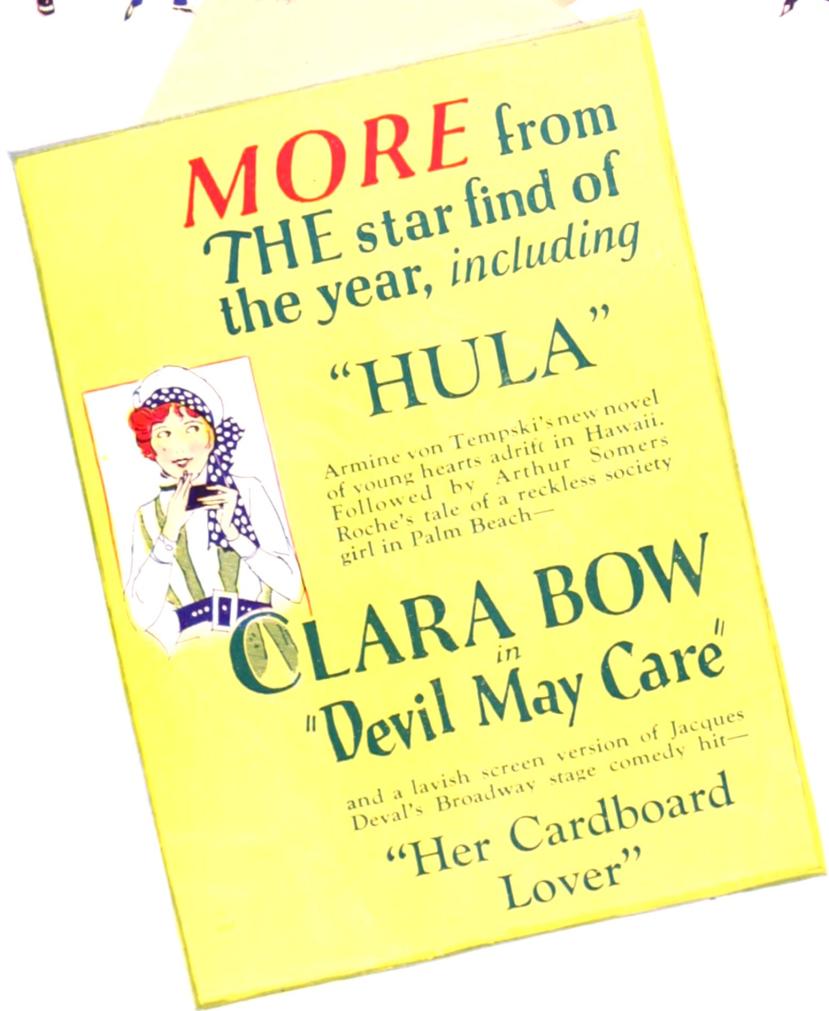
CLARA BOW

THE MILLION CANDLE POWER
"IT" GIRL

in

"Red Hair"

A Paramount Picture

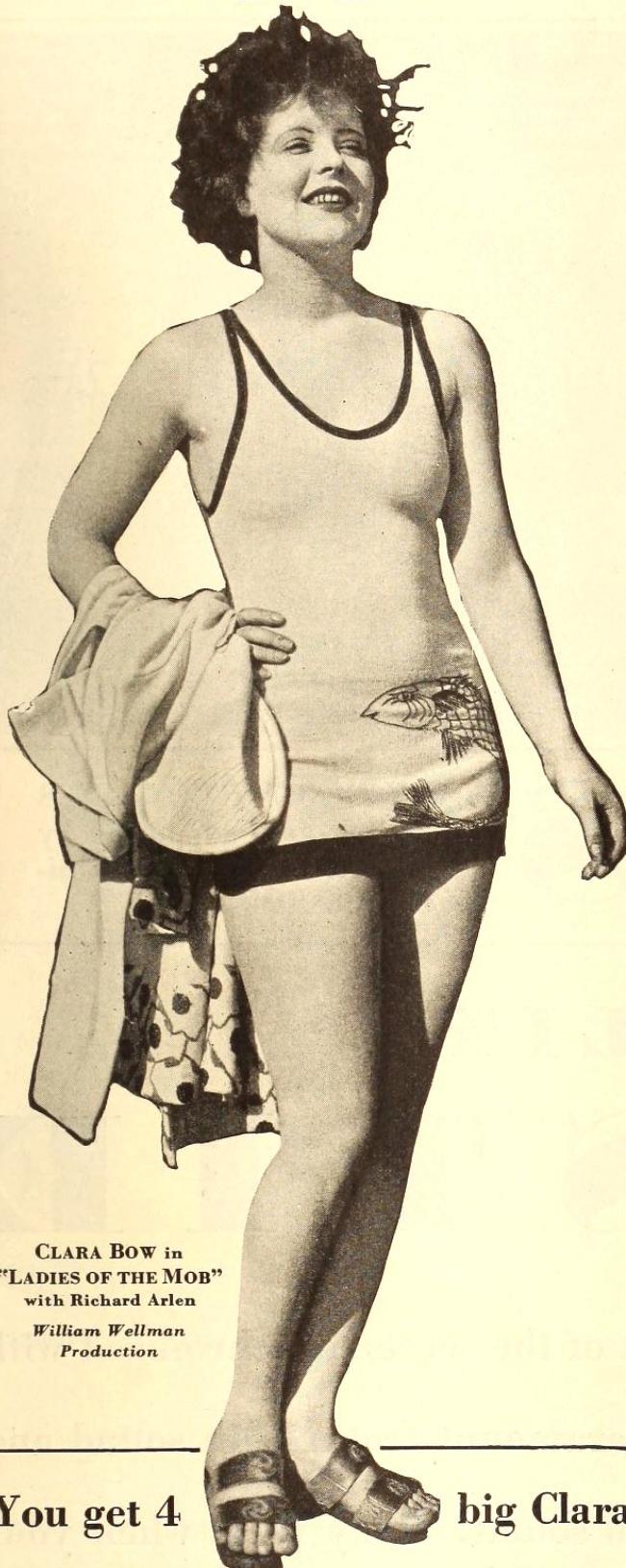


Clarence Badger production

BOX office, get set for a stampede! Clara's on her way with another load of dimpled dynamite by the author and director of "It." Yes, Clara's hair is really red and she acts in this picture like only teasing, tantalizing, tempestuous, red headed gals can! You'd sooner miss a week of meals than this one.



most popular girl on the screen!



Hollywood News

Clara Bow's Mail Breaks All Marks, Postmaster Shows

A new record for fan mail receipts by a motion picture star of Hollywood was established with the announcement by P. P. O'Brien, postmaster of Los Angeles, that during the month of May, Clara Bow, fiery haired empress of the flappers, received 33,727 letters from all parts of the world.

Postmaster O'Brien is the authority for the statement that this is the greatest fan mail receipt ever recorded by his office.

Two records went toppling with O'Brien's compilation of his May report, for it was also revealed that the receipt of 19,915 letters by Charles "Buddy" Rogers set a new record for fan mail receipts by a masculine player in Hollywood. This does not except the mail received by Rudolph Valentino at the height of his career.

fan mail is a box office barometer

CLARA BOW

gets 33,727 letters a month, far more than any other star. No wonder exhibitors are cleaning up with Clara's latest

"LADIES OF THE MOB"

You get 4 big Clara Bow long run Specials in PARAMOUNT'S WHOLE SHOW PROGRAM for 1928-29: "The Fleet's In", "3 Week Ends" (by Elinor Glyn), "The Saturday Night Kid" and one more. Sure fire S. R. O.!

PARAMOUNT has the real stars!

it's nautical but nice!



Jimmy Hall as the gob.
Mal St. Clair directed.

"The Fleet's In!"—and it's CLARA BOW'S best by far!



THE MOST POPULAR GIRL
IN THE WORLD. Clara Bow
gets 35,000 fan letters a
month. She's the craze of
the hour. No other star can
touch her for pulling power.

¶ Not a headline. A fact! Never heard such raving before in a projection room. ¶ Better than "It"? By a mile! It's fast, frisky, frolicsome. Laughs galore, enough "it" to sink a battleship and—believe it or not—a tear or two. ¶ Clara Bow as the millions of Bow fans want to see her. Imagine—red headed Clara as a dance hall hostess battling shore-going sailors for the freedom of the seize. ¶ A tip: See it. Grab it. **BOOK IT FOR EXTENDED RUNS.** You cheat yourself of easy money if you don't!

PARAMOUNT—the dough getter

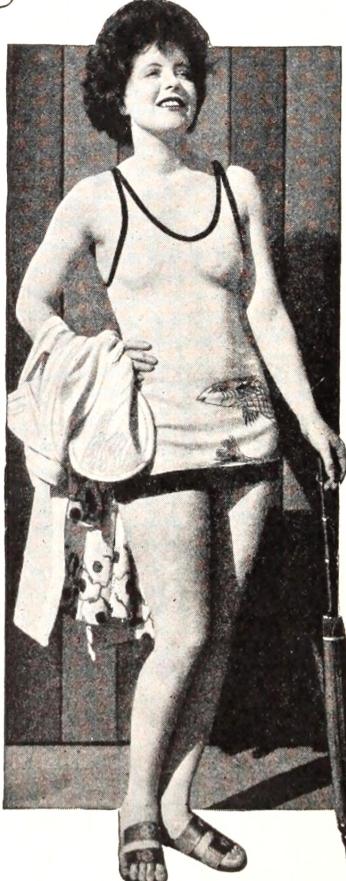
"WINGS". "THE PATRIOT". "THE WEDDING MARCH". "THE FLEET'S IN!"



San Francisco, Sept. 4.
Clara Bow in "The Fleet's In"
broke the hoodoo at the Granada
when shattering the week-end house
record. Labor Day week-end grossed
\$18,000. more than many full week
grosses at this house.
—Variety

FLEET 'EM grab 'em, goal 'em and go!

¶ George Marion, Jr., ace of title writers, contributed the headline for this ad. It's just one of his hundred sizzling sayings that help make "THE FLEET'S IN!" the riot that it is. ¶ Clara Bow's best picture, bar none. Worth ten "It's"! Clara's the most popular female star on the screen today. 35,000 fan letters a month, the Hollywood record, proves that—if you need any more proof than your box-office.



¶ First run exhibitors all over the country are booking "THE FLEET'S IN!" for extended runs. Anything else would be a crime to their pocketbooks. It's one of those heaven-sent naturals that mop up a town. ¶ Malcolm St. Clair produced it. James Hall is Clara's sea-going sheik. ¶ Just one more reason the trade is saying that if you haven't got PARAMOUNT you're out in the cold this season!

CLARA BOW

"THE Fleet's In"

¶ "The Fleet's In!", "Wings", "The Patriot", "The Wedding March", Anne Nichols' "Abie's Irish Rose", "Docks of New York", "Warming Up", "The First Kiss", "Forgotten Faces"—not four or five big pictures and the rest a blank, but great product week after week makes

PARAMOUNT—Motion Picture Headquarters



SITTING PRETTY!

Remember "It"? Remember "Red Hair"? Clara Bow starred in them. Elinor Glyn wrote them. Clarence Badger directed them. You cleaned up with them! The same triumphant trio has delivered another box office Bow-nanza—"Three Week Ends". It's what the public ordered, doubled and re-doubled! Clara as the cabaret cutie whose week-end was another girl's lifetime. Clara as the big splash in the millionaire's private swimming pool. Clara in the type of role that has made her the most popular star on the screen! Play her and give your wife a limousine for Christmas! A silent picture that will be the talk of any man's town. The kind of class silent product PARAMOUNT continues to turn out week after week to the delight of all classes of theatres, wired or otherwise.



CLARA BOW
in
Elinor Glyn's
"THREE WEEK ENDS"
with
NEIL HAMILTON
A Paramount Picture.

PARAMOUNT
the SILENT pictures
that talk big money as
well as the one big qual-
ity **SOUND** product!



THE MOST POPULAR GIRL ON THE SCREEN



CLARA BOW

starring in long run specials

THREE WEEK ENDS. By Elinor Glyn. Successor to "It" and "Red Hair." Same combination, same brilliant box-office qualities.

THE FLEET'S IN. Clara as the sailors' sweetheart, with a man in every port. Fighting for the freedom of the seize. Sure-fire!

THE SATURDAY NIGHT KID
The red-headed life of the party on the night the world makes merry. Daring, sparkling champagne.

APACHE LOVE. The story may be changed. At present planned as a reckless romance of the pleasure dens of Paris.

1929



Photo shot IN THE RAIN at 8:55 Monday morning, April 1st at the Rialto Theatre, New York. Camera could not catch the whole line, which extended over a block!

CLARA BOW talks - and what a line!

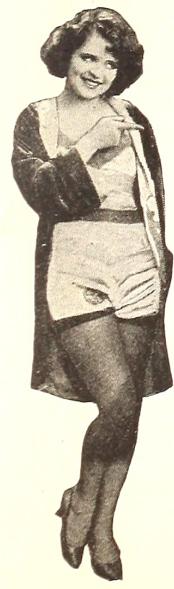


Wire from
MINNEAPOLIS!

“WILD PARTY” RUNNING WILD. OPENING 50% ABOVE NORMAL BUSINESS. RECORD SURE!”

MINNESOTA THEATRE

CLARA BOW in “THE WILD PARTY”. By the author of “Flaming Youth”. Directed by Dorothy Arzner.



¶ All New York is flocking to the Rialto Theatre to hear Clara Bow talk! Your favorite red-headed wonder-girl has the biggest money-maker of her career in “The Wild Party”. No doubt of that! ¶ “Clara Bow’s first talking picture is a pip”, says the New York Daily Mirror. “The little box office riot has a great voice for either wise cracks or sob stuff. And she still has her legs and her lure.” ¶ You don’t know the half of “It” until you play “The Wild Party”! ¶ You don’t know the big money there is in quality talking pictures unless you’re playing this one and “Close Harmony” and “The Letter” and “Innocents of Paris” and the other week-after-week knockouts from the talking leaders.

PARAMOUNT

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President



4

ALL-

TALKING

CLEAN-UPS

Clara BOW



"The Wild Party" proved that talking pictures have doubled the value of the most popular girl on the screen as a box office asset! The public discovered that they didn't know the half of "It" until they'd HEARD as well as SEEN Clara. Now Paramount presents the record-wrecking red-head in a quartet of all-talking hits that will make Bow an even stronger S. R. O. name than ever!

LIONEL REISS

TEMPERATURE CHART

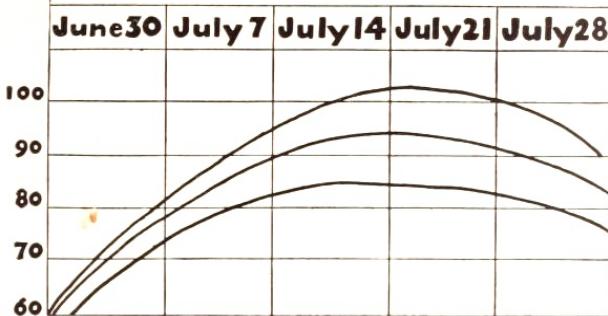


Illustration of Clara Bow in a scene from her latest all-talking hit, "Dangerous Curves."

DANGEROUS CURVES

Paramount exhibitors are enjoying a big edge on their competition this summer. With the charts showing rising summer temperatures, Paramount showmen are seeing their box-office receipts continuing upward, too! This company knows it's urgent to have big talking pictures in June and July — and is supplying them. Remember that in buying for 1929-30, too.

YOUR RECEIPTS GO UP WITH THE TEMPERATURE!

CLARA BOW in "Dangerous Curves"
GEORGE BANCROFT in "Thunderbolt"
"STUDIO MURDER MYSTERY"
CHARLES "BUDDY" ROGERS in
"River of Romance"
RICHARD DIX in "The Wheel of Life"
ADOLPHE MENJOU in "Fashions in Love"
Christie-MacLean's "Divorce Made Easy"

All all-talking!

PARAMOUNT

THE TALKING HITS OF ANY SEASON!

***CLARA BOW in "THE SATURDAY NIGHT KID"** Second all-talking appearance of Clara Bow and all-star supporting cast. Title and story may be changed.

***ADOLPHE MENJOU ALL-STAR**
Menjou, with years of previous stage experience and a truly marvelous voice.

***GEORGE BANCROFT ALL-STAR** Having proven his ability as talking star in "The Wolf of Wall Street", Bancroft now launches into another big hit. Details later.

***SILENT VERSIONS ALSO**

**17
TALKING, SINGING HITS
released between now and July 1, 1929**
NOTE: ALL OF THESE PICTURES HAVE SILENT VERSIONS



**ANNE NICHOLS'
"ABIE'S IRISH ROSE"**

The world's most successful stage play. Picturized with Jean Hersholt talking, Nancy Carroll singing, Charles "Buddy" Rogers accompanying on piano. Stirring music score by J. C. Zamecnik. Victor Fleming Production.

"THE SHOPWORN ANGEL" With Gary Cooper and Nancy Carroll. One of the surprise hits of the year. The stirring romance of a rube soldier and the most beautiful chorus girl on Broadway. Directed by Richard Wallace. ONE REEL DIALOG. PLUS NANCY CARROLL SINGING.

"INNOCENTS OF PARIS" First American appearance of the idol of the French stage, the international star, Maurice Chevalier. A spectacular drama of Parisian life. TALKING SEQUENCES. CHEVALIER SINGING.

"THE CARNATION KID" Starring Douglas MacLean. Presented by Al Christie. Directed by E. Mason Hopper. With Frances Lee and big cast. The best MacLean in years. TALKING ALL THE WAY THROUGH.



1930

SOMETHING NEW UNDER THE SUN!

**NOT A REVUE—though it
has over 50 real STARS!**

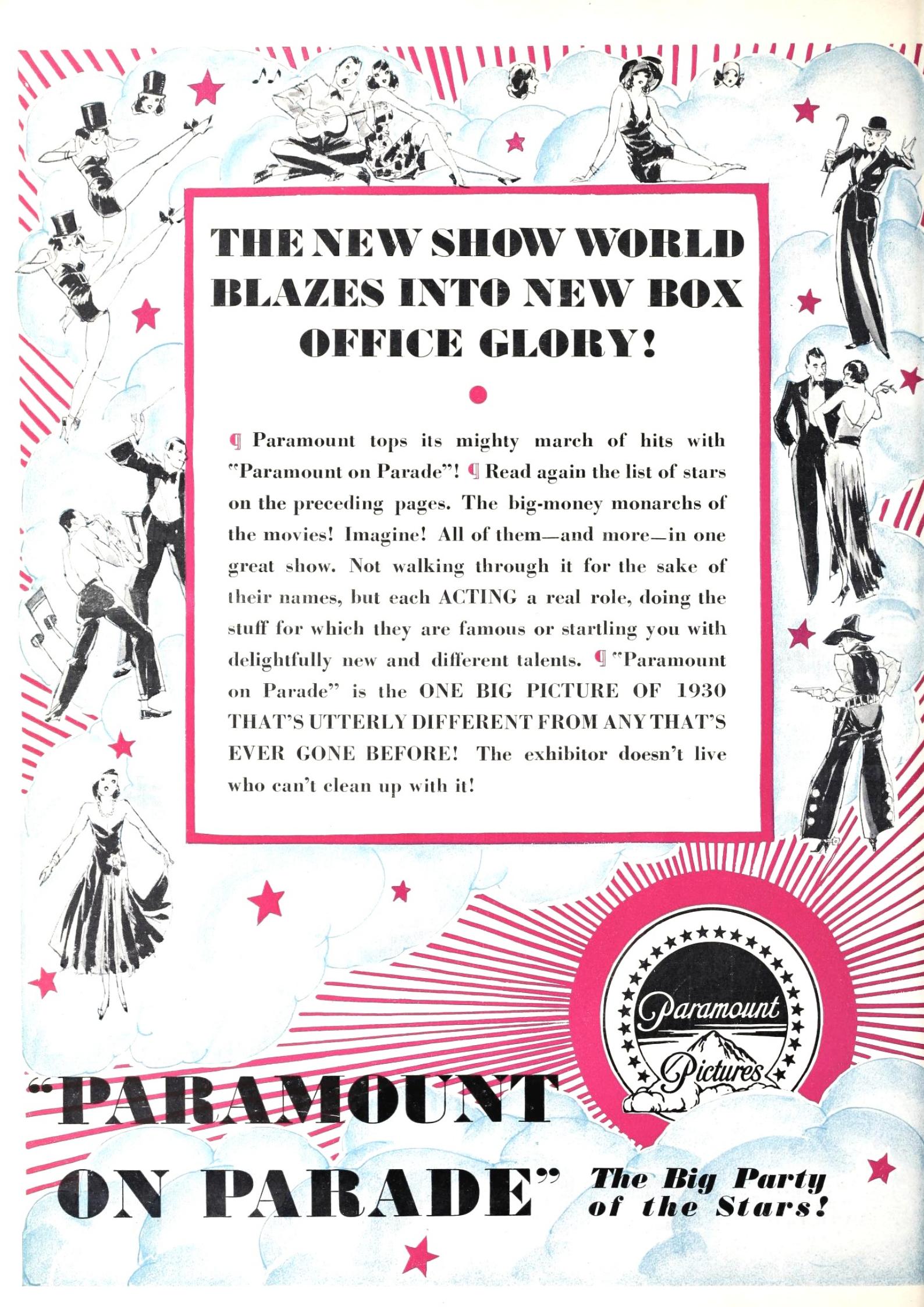
**NOT A MUSICAL COMEDY — though it
has 6 big hit songs and comedy galore!**

**NOT A DRAMA — though it is rich in
heart throbs and thrills!**

**NOT AN "EPIC"—though it marks a
new milestone in the talkies!**

BUT...





THE NEW SHOW WORLD BLAZES INTO NEW BOX OFFICE GLORY!

¶ Paramount tops its mighty march of hits with "Paramount on Parade"! ¶ Read again the list of stars on the preceding pages. The big-money monarchs of the movies! Imagine! All of them—and more—in one great show. Not walking through it for the sake of their names, but each ACTING a real role, doing the stuff for which they are famous or startling you with delightfully new and different talents. ¶ "Paramount on Parade" is the ONE BIG PICTURE OF 1930 THAT'S UTTERLY DIFFERENT FROM ANY THAT'S EVER GONE BEFORE! The exhibitor doesn't live who can't clean up with it!

"PARAMOUNT ON PARADE"

*The Big Party
of the Stars!*



REAL STARS PLAYING REAL ROLES



**RICHARD
ARLEN**



**GEORGE
BANCROFT**



**CLARA
BOW**



**EVELYN
BRENT**



**CLIVE
BROOK**



**NANCY
CARROLL**



**RUTH
CHATTERTON**



**MAURICE
CHEVALIER**



**GARY
COOPER**



**LEON
ERROL**

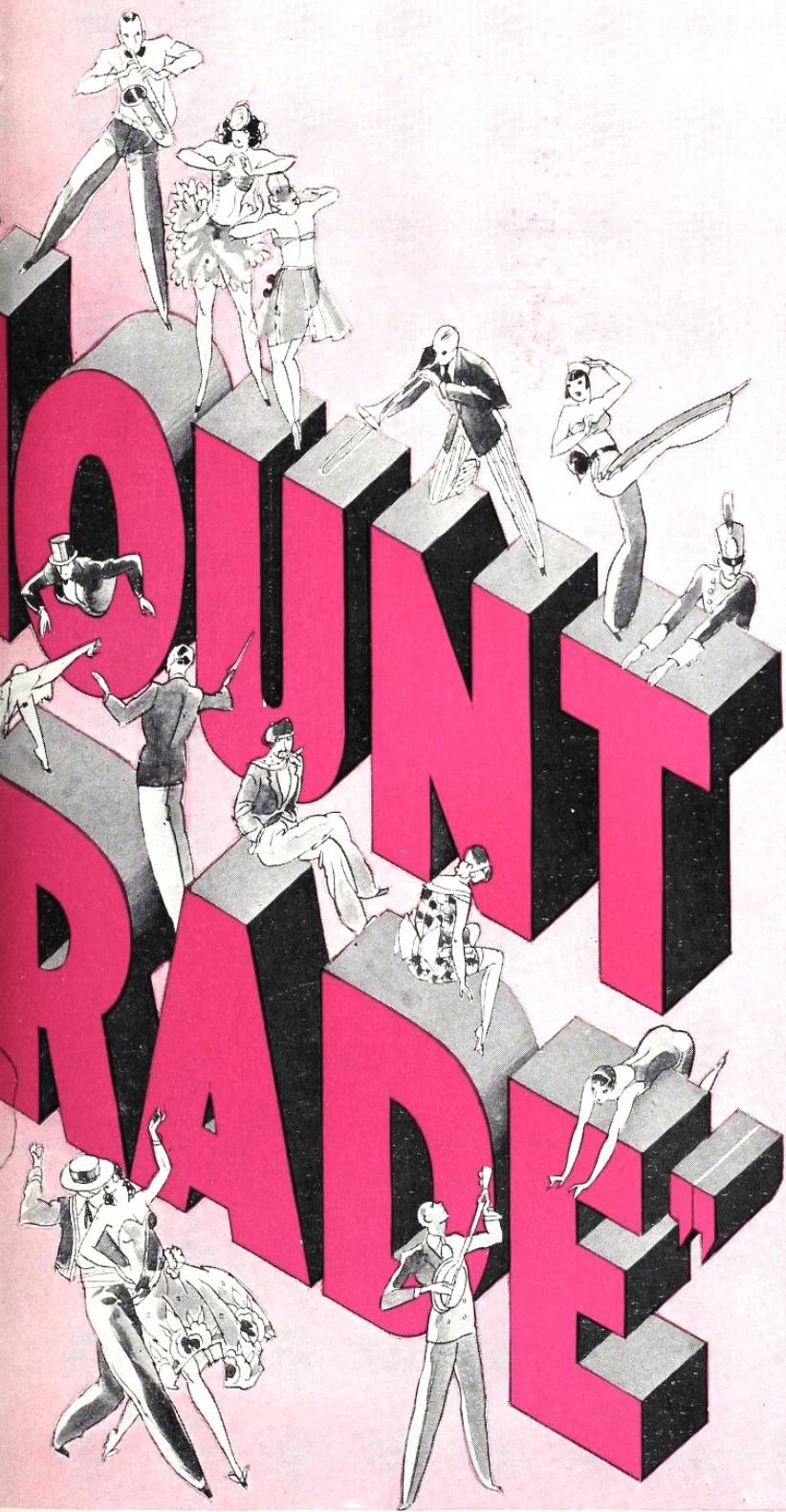


*Supervised by ELSIE JANIS. Dances
and ensembles by David Bennett.
Color sequences by TECHNICOLOR.*

FILMDOM'S FAVORITES GIVE

IN A DAZZLING DIFFERENT HIT!

Drama...Comedy...Songs...Dances
...Sparkling as diamonds...Intimate
as marriage . . . Good as gold!



A PARTY ON YOUR SCREEN!



**SKEETS
GALLAGHER**



**HARRY
GREEN**



**HELEN
KANE**



**DENNIS
KING**



**ABE
LYMAN
and Band**



**JACK
OAKIE**



**ZELMA
O'NEAL**



**WILLIAM
POWELL**



**CHARLES
"BUDDY"
ROGERS**

**30
MORE**

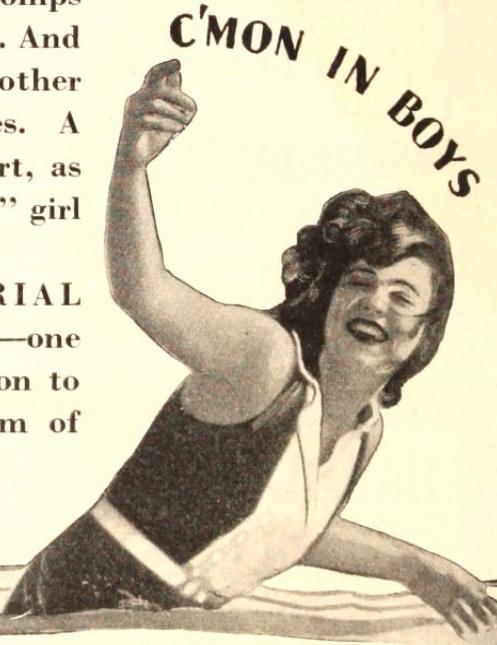
*All acting
star parts*



CLARA BOW brings a NEW KIND of SHORT to YOU!

Clara's the star in the first gala issue of the industry's sensational new short, **PARAMOUNT PICTORIAL**. Your audience swims and romps with Clara in an intimate way. And gets an eyefull and earfull of other breezy entertainment besides. A fresh type of single-reel short, as swift and snappy as the "It" girl herself.

PARAMOUNT PICTORIAL comes to you 12 times a year—one a month. The latest addition to the greatest quality program of shorts on earth!



Book

PARAMOUNT ALL-STAR SHORTS



CLARA BOW

In Four Flashing Hits

The "It" Girl, the Redheaded Riot, the Brooklyn Bonfire—whatever you call her, Clara Bow remains the most sensational feminine star bet on the screen today.

"True to the Navy" and "Paramount on Parade" reveal the new and better Clara you'll get in a quartet of *Bownanzas* for the coming season. The first one is practically set and full details will be given soon.

Exceptionally strong casts and star directors will be assigned to Clara. Her pictures will be in the big special class and entitled to extended run preferred playing time.

Clara's fan mail of 20,000 letters a month, biggest in Hollywood, is due for anotherrise!



Clara Bow—slim, trim and radiant with more fire and "It" personality than ever—is out to make 1930-31 her greatest year. Her singing voice, revealed in "Paramount on Parade", and more startling new talents increase her appeal manyfold.

1932

SHE'S BACK - and



BIG NEWS *to you.*
BIG NEWS *for your patrons!*

CLARA BOW

returns to the screen

in

CALL HER SAVAGE

best-seller by Tiffany Thayer

- Thousands of letters to fan papers demand her. Current nationwide popularity polls prove her tremendous hold on public favor undiminished and undimmed.
- Here is a Clara Bow never before revealed. At last given full scope to display her genius as a dramatic actress, yet retaining the vivid personality that skyrocketed her to fame. And coming through with a performance so sincere, so forceful that it again places her high among the screen's great.
- You know what it will mean to put her name upon your marquee again!

greater than ever!





Trade rejoices as Clara

**CLARA
BOW**

in Tiffany Thayer's

CALL HER SAVAGE

It's a FOX picture

Showing box-office power

Bow business ZOOMS!

NEW YORK City. *Roxy Theatre.* Maintaining terrific pace. 58,242 admissions in first four days of run.

HARTFORD, Conn. *Capitol Theatre.* S. R. O. business every day since record-breaking opening.

WORCESTER, Mass. *Palace Theatre.* Opening day record smashed...Headed for week's attendance record.

NEW HAVEN, Conn. *Poli Theatre.* Biggest opening day in three years.

BALTIMORE, Md. *New Theatre.* Best business of the season by far.

PHILADELPHIA, Pa. *Fox Theatre.* Opened to greatest crowds in a year... and building daily.

YOUNGSTOWN, Ohio. *Park Theatre.* Terrific mobs... two days' business in one.

EVANSVILLE, Ind. *Majestic Theatre.* Topped season's business.

WASHINGTON, D. C. *Loew's Fox.* Biggest night trade in months... turnaway matinee crowds.

never before revealed!

1933

SHE HAS WHAT IT TAKES TO GET WHAT SHE WANTS



Clara BOW
in HOOPLA

PRESTON FOSTER
RICHARD CROMWELL
HERBERT MUNDIN · JAMES
GLEASON · MINNA GOMBELL

From the play "The Barker" by John Kenyon Nicholson
Stage play produced by Charles L. Wagner

Al Rockett Production

Directed by FRANK LLOYD

Join the upswing
with **FOX**

Clara BOW in HOOPLA

PRESTON FOSTER
RICHARD CROMWELL
HERBERT MUNDIN · JAMES
GLEASON · MINNA GOMBELL

From the play "The Barker" by John Kenyon Nicholson
Stage play produced by Charles L. Wagner

Al Rockett Production
Directed by FRANK LLOYD



Join the upswing
with **FOX**

On a dare...

**She started out to vamp a boy . . .
and ended by making him a man!**

Once again folks



FOX MANPOWER SCORES A HIT WITH THIS FLAMING SUCCESSOR TO "CALL HER SAVAGE"



Clara Bow in the supreme dramatic performance of her amazing career. Thrills that halt your pulse beat. Hearty, robust laughter. Above all... romance... revealing the deep emotional currents of an impassioned woman's heart. Prepare for one of your greatest profit runs of the year.

Clara BOW *in* HOOPLA

with

PRESTON FOSTER
RICHARD CROMWELL
Herbert Mundin • James
Gleason • Minna Gombell

From the play "The Barker" by JOHN
KENYON NICHOLSON. Stage play
produced by CHARLES L. WAGNER.

Al Rockett Production

Directed by FRANK LLOYD

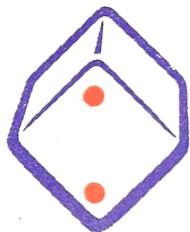
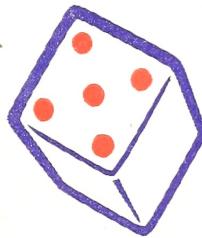
Your patrons always like
FOX MOVIE TONE NEWS

Join the upswing with
FOX

It's a Natural!



Clara bowls them over in her second hit for FOX. A performance charged with drama . . . melting with romance . . . bubbling with laughter . . . tense with thrills. A carnival dancer . . . hypnotizing, tantalizing . . . but loving with a loyalty that possesses her very soul.



Clara **BOW**
in **HOOPLA**



"IT'S" IN... AS FOX MANPOWER

TOPS "CALL HER SAVAGE" WITH THIS FOLLOW-UP SENSATION

More of everything that makes the crowds pay out. A great show . . . a showman's show . . . a ticket-seller's jamboree. You'll glow with satisfaction as you count up your receipts.

Clara BOW in HOOPLA

with

PRESTON FOSTER

RICHARD CROMWELL

Herbert Mundin • James

Gleason • Minna Gombell

From the play "The Barker" by JOHN
KENYON NICHOLSON. Stage play
produced by CHARLES L. WAGNER.

AI Rockett Production

Directed by **FRANK LLOYD**

Join the upswing
with **FOX**

Your patrons always like
FOX MOVIETONE NEWS

"HOOPLA" STARTS TO WHOOP THINGS UP

**Detroit and San Francisco first to
revel in Clara Bow's magic draw**

• Detroit's Fox Theatre, giant 5,000-seater, a sell-out with town's outstanding business . . . San Francisco's Warfield hits SRO from opening, in record-breaking pace. Fireworks start *everywhere* on Thanksgiving Day (national release date) . . . thanks to FOX manpower!



CLARA BOW *in* HOOPLA

with

**PRESTON FOSTER
RICHARD CROMWELL
HERBERT MUNDIN · JAMES
GLEASON · MINNA GOMBELL**

From the play "The Barker" by John Kenyon Nicholson
Stage play produced by Charles L. Wagner

Al Rockett Production

Directed by **FRANK LLOYD**

*Join
the upswing
with FOX*

Your patrons
always like
FOX
MOVIETONE
NEWS



**FREE CLARA BOW PDF
COMPILED BY SILENTJAY 2025.
COPYRIGHT OF ALL IMAGES AND TEXT
NOT TO BE SOLD FOR PROFIT
ALL RIGHTS RESERVED.**